

LIFE

IN THIS ISSUE
WHAT THE JEWS BELIEVE



**AMERICAN
ELEGANCE**

SEPTEMBER 11, 1950

20 CENTS

REG. U. S. PAT. OFF.



*Look for this label... it identifies
the finest wools in the world*



FORSTMANN WOOLEN COMPANY
PASSAIC, N.J.



You can have a more wholesome, sweeter, cleaner mouth and breath—if you guard against tooth decay and gum troubles *both*. So don't take chances with halfway dental

care. Use doubly-effective Ipana care for healthier teeth, healthier gums—better all-around protection for your whole mouth.

Keep your Whole Mouth Wholesome!

SEPTEMBER														SUN	MON	TUE	WED	THU	FRI	SAT
3	4	5	6	7	8	9														
10	11	12	13	14	15	16														
17	18	19	20	21																
24	25	26	27																	



September is Ipana Dental Health Month— Time for a check-up!

It's back-to-school and back-to-work this month, so be sure your family gets the right start on dental health. 1. See your dentist now. 2. Start using Ipana Tooth Paste. Get the big new Economy Size and save up to 23¢!

**Fight tooth decay and gum troubles with the
one leading tooth paste specially designed to do both!***

Are you doing all you should to keep your whole mouth wholesome? Not unless you do what dentists advise: fight *gum troubles* as well as tooth decay.

With one famous tooth paste—*with Ipana and massage—you can guard your teeth and gums **BOTH**.

No other tooth paste—ammoniated or any other—has been proved more effective than Ipana to *fight tooth*

decay. And no other leading tooth paste is specially designed to stimulate gum circulation—*promote healthier gums*.

Remember, Ipana is the only leading tooth paste made especially to give you this doubly-protective, doubly-effective care.

Now, today, start this *double* protection—keep your whole mouth "Ipana wholesome." You'll like Ipana's wholesome, refreshing flavor, too. Get Ipana!

NEW!

Big economy size Ipana
saves you up to 23¢



A Product of Bristol-Myers

IPANA

For healthier teeth, healthier gums

FRIENDS OF THE BRIDE-TO-BE



BEST CHUM: "Leave it to me—I'll pass the word you want luscious, smooth Cannon Combspun Percale Sheets!"



PRICE-TELLER: "I thought you'd love 'em—and such a buy! I really expected to pay lots more..."



CLOWN: "Cannon Combspun comes from Nawth Carolinah. They comb the cotton so the sheet is finah!"



RECENTLY WEDDED PAL: "Believe me, my dear, men do notice nice things like lovely soft sheets—you'll see!"



FIANCE'S OLD GIRL: "Doesn't seem fair for you to get Jack and Cannon Combspuns, too, HA-HA!"



KILL-JOY: "Your Cannon Combspun Percales are heavenly—but you'll have to make beds 365 days a year!"



SUNNY-SIDER: "Don't worry—Cannon Combspuns are lighter in weight—for easier bedmaking and laundrying!"



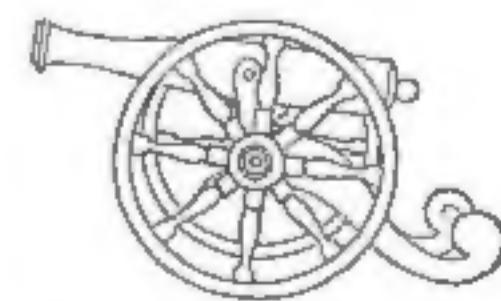
IMAGINATIVE FRIEND: "I knew you'd have lots of practical, long-wearing things like Cannon Combspun, so..."



FAVORITE AUNTIE: "Here, Sweetie, go get some Cannon Combspuns in the new colors—6 of the dreamiest pastels to pick from!"



GIRLS' CLUB: "Lucky!" "She's set for years!" "Well, any gal is who gets Cannon Combspun Percale Sheets!"



© 1950, CANNON MILLS, INC.

CANNON PERCALE SHEETS—THEY'RE COMBSPUN



CANNON TOWELS • STOCKINGS • BLANKETS • BEDSPREADS • CANNON MILLS, INC., N. Y. 13, N. Y.

A Business



With 200,000



Employee-Owners



**NOW MORE THAN 200,000 BELL TELEPHONE EMPLOYEES
ARE AMONG THE 970,000 OWNERS OF THE BELL SYSTEM**

A Business Democracy—The telephone business is an outstanding example of a business democracy. Nearly everybody uses the telephone. More than 550,000 men and women operate the business. And 970,000 people own it.

Big Gain in Employee Stockholders—About one American Telephone and Telegraph Company stockholder in every five is a telephone employee. These 200,000 men and women think enough of the business to invest their savings

in it. In the next year or so, many thousands of other employees will complete payments on stock under the Employee Stock Plan.

Good for Telephone Users—It's the investments of hundreds of thousands of small stockholders in all walks of life in every section of the country—all put together—that provide the dollars that build, improve and expand the best telephone system in the world for you to use at low cost.

BELL TELEPHONE SYSTEM



This One



DYQG-539-ZS2X

About one family in every fifty in the United States now owns A. T. & T. stock. No other stock is so widely owned by so many people.

No matter what brand or what price

INTRODUCING

The first new kind of Girdle in 11 years!

You've never *seen* a girdle like this, never *felt* a girdle like this, never enjoyed such comfort in *any* girdle

It's a triumph of science—to *fuse* this new cloud-soft fabric lining to a natural latex sheath, in one smooth piece that's so light, so much a *part* of the girdle you don't even know it's there.

It's another secret Playtex process, accomplished without using a single seam, stitch or bone—without losing in any way the amazing Playtex all-way stretch or power-control. Another sensational development by Playtex—to give you greater comfort, greater coolness, longer wear than anyone has ever thought possible!

The fabulous Playtex FAB-LINED Girdle is not just a new girdle design, but an entirely new *kind* of girdle.

Next to your skin, you'll say it's smooth as a veil of powder, airy as a cloud, soft as the touch of an angel. Yet miracle latex goes right on trimming the inches away as only latex can do—giving you slender, supple lines from waist to thighs, combining wonderful figure-slimming power with complete freedom of action.

And, like all the famous Playtex girdles, Playtex FAB-LINED Girdle is invisible under the most clinging clothes, washes in seconds, dries miraculously!

See, feel, *wear* the new Playtex FAB-LINED Girdle tomorrow. You'll agree—it's *years* ahead of any other girdle in the world.

*You'll never wear any other girdle
after you've tried PLAYTEX!*

In SLIM golden tubes, PLAYTEX FAB-LINED GIRDLES . . . \$4.95 to \$5.95
In SLIM shimmering pink tubes, PLAYTEX PINK-ICE GIRDLES \$3.95 to \$4.95
In SLIM silvery tubes, PLAYTEX LIVING GIRDLES . . . \$3.50 to \$3.95

Sizes: extra-small, small, medium, large
Extra-large size slightly higher

At all department stores and better specialty shops everywhere

INTERNATIONAL LATEX CORPORATION Playtex Park 01550 Dover Del.

STARTING SEPT. 18 ON TELEVISION: Playtex presents "LOOK YOUR BEST" with Richard Willis, Monday and Friday, 3:30 to 4 P.M., CBS Television Network.

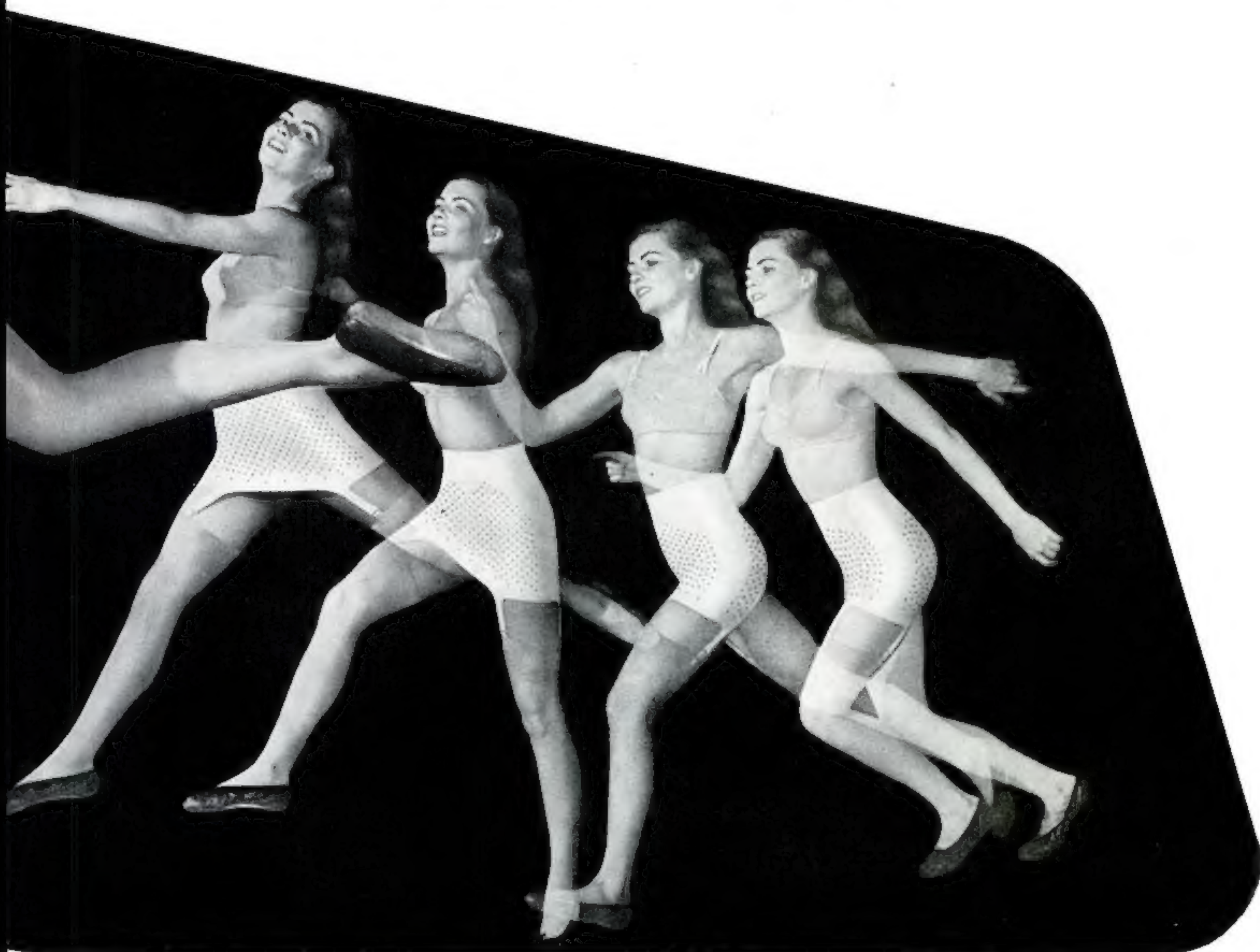


girdle you now wear . . . *HERE'S EXCITING NEWS!*

Playtex® FAB-LINED Girdle

FABRIC NEXT TO YOUR SKIN

With the amazing Playtex
figure-slimming power and freedom of action
plus—*fabric next to your skin!*



Slimming you naturally, smoothly, THE PLAYTEX FAB-LINED GIRDLE caresses you to new slenderness, keeps you cooler, more comfortable



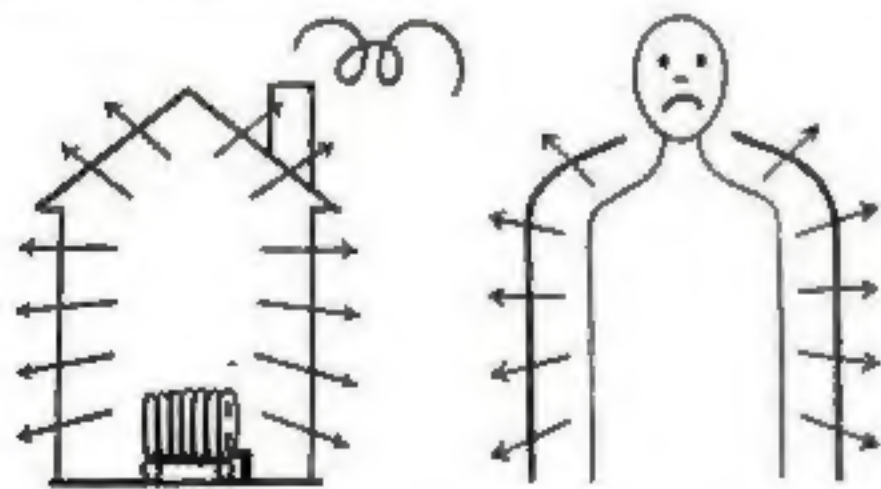
Which coat is warmer? Though the coats above look exactly alike—and weigh almost exactly the same—the one on the left is by far the warmer of the two! Why? Because the coat on the left

utilizes a basic scientific principle of heat control. It has a MILUM*-labeled lining! MILUM* multiplies the warmth of any garment without adding an ounce to its weight!

MILUM* means LIGHTWEIGHT WARMTH!

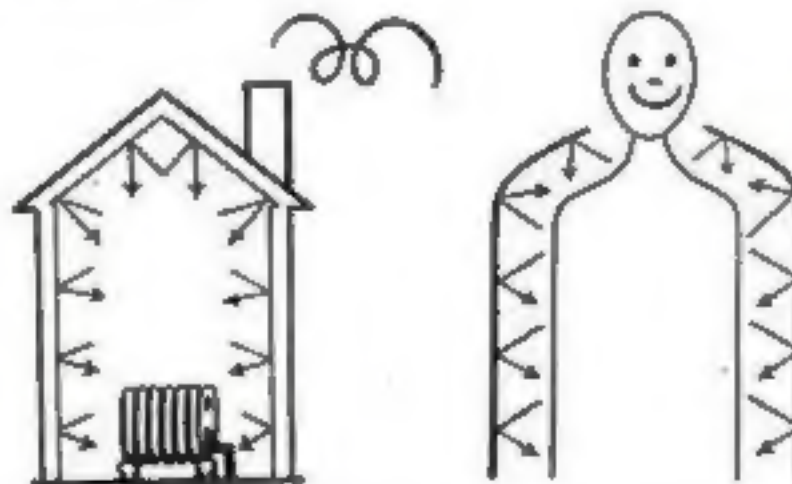
New scientific textile discovery multiplies the warmth of any garment without adding an ounce to its weight!

There's no more need to "bundle up"! The sensational new MILUM*-labeled linings incorporate amazing extra warmth into any garment—regardless of its weight! The merits of MILUM* have been confirmed in the laboratories of the UNITED STATES TESTING COMPANY! Here's how MILUM* works:



In an un-insulated house, much of the heat from the furnace is wasted. It travels from your radiator . . . right through the walls and ceilings . . . because there is nothing to hold that heat inside! It's the same way with ORDINARY GARMENTS, which have practically no radiation-

retention properties. Body heat travels from your body . . . through the fabric . . . and out into space, where it is lost!



In an insulated house, the heat from the furnace is trapped inside. The heat travels from the radiator . . . to the insulated surfaces only, where it is re-directed back into the room. A MILUM*-labeled GARMENT insulates your body in much the same way. Body heat travels from the body . . . to the MILUM*-labeled fabric surface only . . . where the heat rays are reflected back to where they came from—to the body again! This helps to keep the wearer comfortably warm!



Ordinary jackets for school children are seldom both lightweight and warm! But a jacket with a MILUM*-labeled lining supplies extra warmth for chilly days, plus the lightweight freedom of movement that youngsters need!



The average man's topcoat is strictly a mild-weather garment, not warm enough to accommodate low temperatures. But a topcoat with a MILUM*-labeled lining provides extra warmth for cold weather, plus the pleasant bodily freedom found only in lighter-weight garments!

Make it a point! When you're looking for extra-comfortable warmth and lightweight freedom of movement in the same garment—look for the MILUM* label on every article of clothing you buy! It's your assurance of dependability!



*MILUM is a proprietary mark which has been licensed solely to Deering Milliken and Company, Incorporated or its affiliates for use in connection with resinated metal-sprayed fabrics, and may be used on such goods processed by them (for themselves or others) or on garments and articles manufactured therefrom and which meet the rigid standards of the license.

Seen at more and more weddings

...the lovelier patterns with these



New SPRING GARDEN

When you see wedding rings...and hear the ring of wedding bells...you can expect to see Holmes & Edwards, the silverplate that's Sterling Inlaid to stay lovelier longer!



YOUTH

For Holmes & Edwards is the different, finer silverplate that's inlaid with two blocks of sterling silver at the backs of bowls and handles of the most-used spoons and forks!



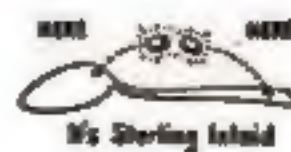
DANISH PRINCESS

And Holmes & Edwards Silverplate is Sterling Inlaid but not sterling-priced. 6-piece place settings, only \$8.06. Services for 8, with chest, start at \$49.95. And no Excise Tax!



LOVELY LADY

HOLMES & EDWARDS
STERLING INLAID®
SILVERPLATE



It's Sterling Inlaid

MADE BY THE INTERNATIONAL SILVER CO.

ALL PATTERNS MADE IN U. S. A.



A young man's shoe, for sure...
this new sport shoe, dress shoe
by Roblee. He-man styling: rich
cherrytone leather with genuine
hand lacing. Moccasin looks
and plain toe ease. Slip
into this one and you'll
feel like swaggering!

Most
Roblee styles,

995 to 1395
Some styles higher.

Just ask your Roblee dealer
for Model B848. It's one of
the big Roblee selection, built
by Men, for Men, to give
Man-size value. For the name
of your nearest dealer, write
Roblee, Brown Shoe Com-
pany, St. Louis.

Roblee Jrs. ... shoes like Dad's
... at Roblee dealers now.
7.50-8.50



Roblee®

SHOES FOR

men

LETTERS TO THE EDITORS

MACARTHUR'S DETRACTORS

Sirs:

You are commended most highly
for your editorial entitled "MacAr-
thur's Detractors" (LIFE, Aug. 21).
Unfortunately you are correct in your
statement that there are "a few peo-
ple in this country (left-wingers, aca-
demic high-brows and distinguished
policy-makers) who want Red China
to have a veto seat in the U.N." Why
do we continue to tolerate and even
heap honors on such murderers?

CARROLL D. BILLINGER

Kingston, R. I.

Sirs:

Your editorial would have been
stronger if it had included some of the
facts which argue *against* MacArthur's
grandly impetuous junket to slap the
back of Chiang Kai-shek in Formosa.
You said this visit sent a thrill of hope
throughout the people of Asia. Isn't it
also a fact that millions of Asians
were repelled by it?

I am among those "dangerous" few
who would consider the recognition of
Communist China. That doesn't
mean I "want the U.S. to make friends"
with Mao. Recognition isn't a pact of
friendship. It comes from the word
"recognize"—which means to admit.
We should be able to admit that the
Communists control China and plan
our strategy accordingly.

Now this isn't the rabid statement
of a "left-winger." I happen to be a reg-
istered Republican. Neither does it
come from an "academic high-brow."
My marks in school were mediocre.
And certainly it isn't distinguished. It
simply means I disagree with you.

FREDERIC FOX
Minister

First Congregational Church
Wauseon, Ohio

DP GETS PLACED

Sirs:

To get into the U.S., a Ukrainian
DP family (father, 29, mother, 26,
and son, 6) was given the necessary as-
surance of employment by my father,
who is hard-pressed for help operating
his sizable eastern Kansas farm. Six
weeks after their arrival here they
departed (Aug. 21) with forwarding
address—"City of Reborn Hope"—
namely Hamtramck, Detroit, Mich.,
leaving my father with a little less
faith in humanity and with nearly all
the hay to stack.

This DP family had signed their
application papers which suggested
that they would accept farm employ-
ment. Upon arrival at my father's
farm the DP said, "I no like farm"
and "I no stay." Although the DP's
application stated he had no relatives
or friends in the U.S.A. or Europe,
safely in the U.S.A. he disclosed that
he had a brother-in-law in Detroit.
And at the end of six weeks a rich
aunt mailed a money order to the
DPs so they could pay my father
for their transportation costs to
this country. The DP related that
he had a job in an airplane factory
in Detroit and a house rented in Ham-
tramck.

This DP family was self-contained.
To them, coming to America seemed
like coming from arm's length of the
feeding hand of Uncle Sam to the very
middle of Uncle Sam's lap. The atti-
tude they expressed was that they were
here now and no one was "big enough"
to send them back; coming to the farm

CONTINUED ON PAGE 11

TASTES tip-top!



For bright, wake-up flavor, there's no
breakfast juice like Sunsweet Prune
Juice!

MAKES YOU tick-tock!



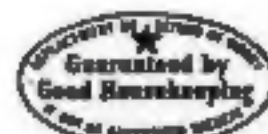
And there's no juice like Sunsweet for
regularity! Unlike other prune juices, it
never varies in laxative strength. An ex-
clusive Duffy-Mott process keeps every
glassful the same.

ONLY SUNSWEET
HAS UNIFORM
LAXATIVITY

Sunsweet PRUNE JUICE

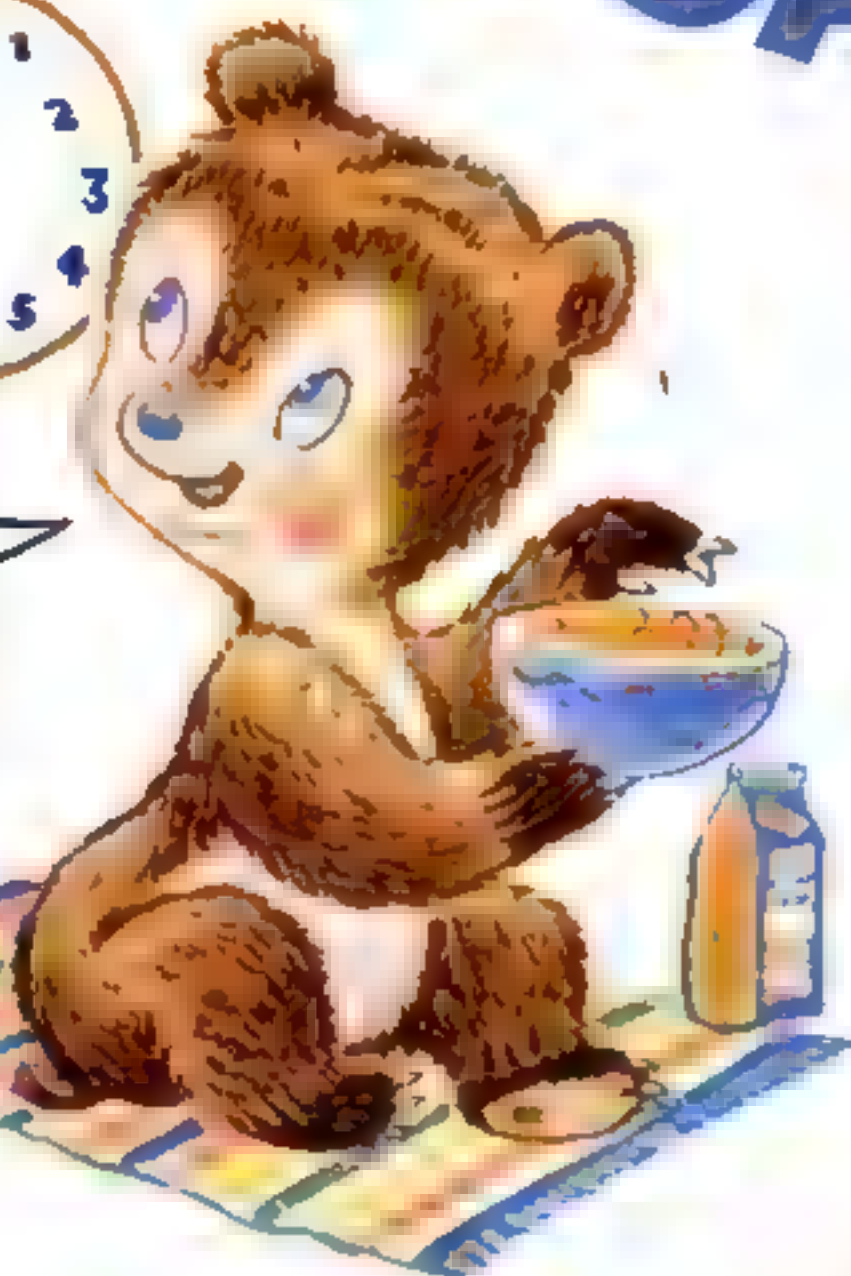
As prepared and distributed
by the makers of...

MOTT'S APPLE JUICE
MOTT'S APPLE SAUCE
MOTT'S SWEET CIDER
MOTT'S JELLIES
MOTT'S VINEGARS



New! Post's SUGAR CRISP

THE CEREAL
YOU'LL EAT
ROUND THE
CLOCK!



AS A CEREAL
IT'S DANDY!



FLUFFY PUFFED WHEAT WITH A
SPECIAL HONEY FLAVORED COATING
TOASTED ON—SO SWEET YOU DON'T
NEED TO ADD SUGAR. JUST POUR ON THE
MILK OR CREAM AND WATCH THE
WHOLE FAMILY GO FOR THIS
"HONEY" OF A NEW CEREAL!

FOR SNACKS
IT'S SO HANDY!



SO QUICK, SO EASY. PERFECT FOR
TWEEN MEAL, AFTER-SCHOOL OR BEDTIME
SNACKS. IT'S GOOD FOR KIDS TOO—
WHOLESOME WHEAT FOR NOURISHMENT,
THE SPECIAL HONEY AND SUGAR COATING
FOR FLAVOR, PLUS QUICK ENERGY.
WHAT A COMBINATION!



OR EAT IT
LIKE CANDY!



IT'S FUN TO EAT PLAIN—RIGHT
OUT OF THE BAG! IT'S SO SWEET
AND CRISP YOU'LL KEEP ON
NIBBLING AND NIBBLING. YOU
JUST CAN'T LEAVE IT ALONE. PUT
POST'S SUGAR CRISP ON YOUR
GROCERY LIST NOW. IT'S THE NEW
CEREAL THAT HAS EVERYTHING!



A Product of
General Foods

AS A CEREAL IT'S DANDY—OR EAT IT LIKE CANDY!

Van Raalte

"BECAUSE YOU LOVE NICE THINGS"



From West to East... Granada (for reds, greys); Capri (blues, plum tones); Monte Carlo (pinks, purples). All for black or browns, too.

Going places... Van Raalte's newest Forecast Colors...

'Round the world or 'round the town—the newest, nicest shades in nylon are Van Raalte's latest Forecast Colors. Sprightlier, warmer—their tones travel from the soft paleness of *Capri* to gay, glowing *Monte Carlo*, to illusive *Granada*. These are nylons to flatter from hem to heel, to fit with a lovely precision because they're proportioned from top to extra comfortable Flex toe.* At better stores everywhere, from \$1.25 a pair.

and Van Raalte is famous for gloves and underthings, too.



Do your stockings have the Flex toe*?

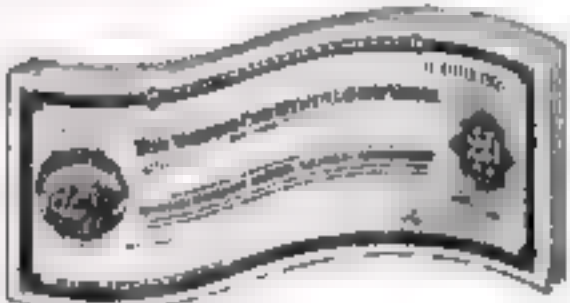
*pat.

Losers Weepers, but not with
NATIONAL CITY BANK
TRAVELERS CHECKS



Lost or stolen cash is a tragedy you can avoid by using National City Bank Travelers Checks...they are spendable everywhere just like cash...they are refundable in full if lost or stolen...only you can spend them...good until used...cost 75¢ per \$100. Buy them at your bank.

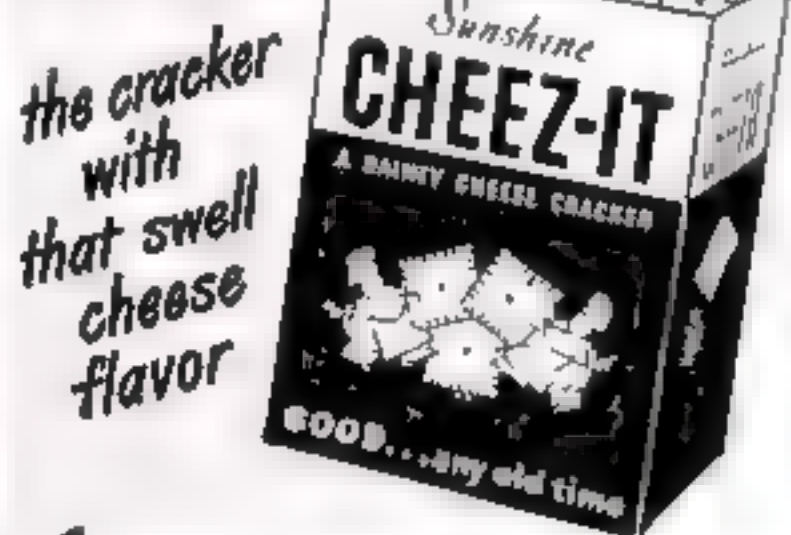
NATIONAL CITY BANK



TRAVELERS CHECKS

BACKED BY THE NATIONAL CITY BANK OF NEW YORK
First in World Wide Banking
Member Federal Deposit Insurance Corporation

GOOD..
any old time!



the cracker with that swell cheese flavor
America's largest selling cheese cracker!
Sunshine Biscuits, Inc.

LETTERS TO THE EDITORS

CONTINUED

was just a necessary requirement to comply with the DP law. After hearing so many hopeless stories of DPs, we were shocked by the egoism of these people. The fact is that our DP law is lax enough to allow this situation.

My father and I both realize that this is only one case. We know there are many instances where these people have shown their gratitude, and we have not lost all faith yet in the DP program. We think it could be handled well if the DP law were changed so those DPs wishing to come to this country would be bound to serve a period of three to five years in some industry where labor or skill is needed or in a U.N. army. Should the DPs not wish to give this country that much of their service, they should be deported. I believe we can find enough floor-sweepers already in our country for a wage of \$1.38 an hour.

WAYNE M. STALLARD

Topeka, Kan.

● Under an amendment to the Displaced Persons Law, passed June 16, 1950, a displaced person must swear to abide by the terms of employment under which he is issued his visa. If he leaves his job, and it can be proved to the Attorney General that he did not really intend to stay on the job, he can be deported.—ED.

DOGS AND CATS

Sirs:

Of course you know you have started something, printing photographs of people's dogs and cats ("Speaking of Pictures," LIFE, Aug. 21). Enclosed is our Willie, shown in his favorite cat-of-distinction pose.

MARJORIE CAIN

Carmel, Calif.



WILLIE

Sirs:

Cats can get disgusted in New York City also. Here is a picture of Oscar taking life easy while waiting for his next meal.

ANNA KONSTANCE

New York, N.Y.



OSCAR

CONTINUED ON NEXT PAGE

NEW General Electric "White" lamp is "ALL-OVER BRIGHT!"



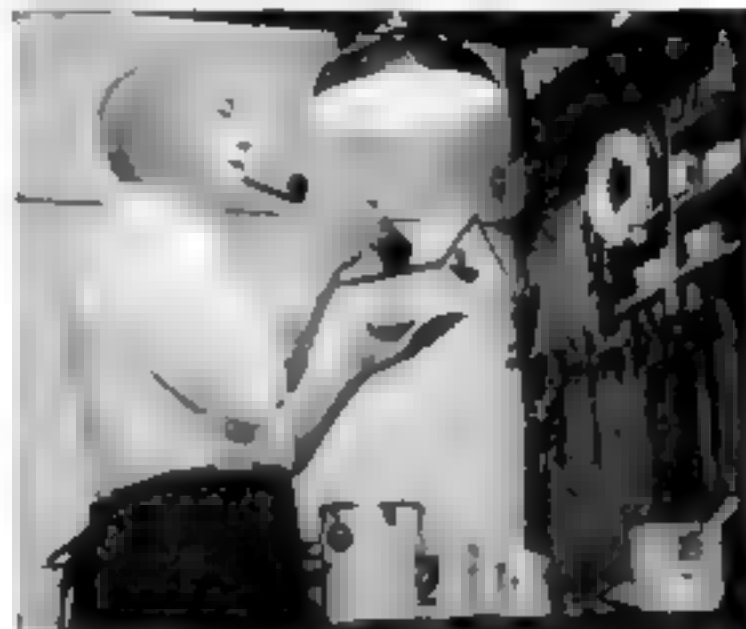
SEE the tremendous difference between the new General Electric "White" lamp on the left in the photo above and the standard 100-watt lamp at right.

The "White" lamp is *all-over bright*—more beautiful, easier on the eyes, more flattering to rooms and surroundings.

That's because it has a special inside "Q" coating, developed by General Electric lamp research, which spreads the light evenly over the entire surface of the bulb. G-E "White" lamps are on sale near you.

Better all these ways:

- ALL-OVER BRIGHT!
- SOFTENS SHADOWS!
- CUTS REFLECTED GLARE!
- FLATTERS FIXTURES AND SURROUNDINGS!
- WHITER, CLEANER LOOK!
- 100-W COSTS ONLY . 20¢ PLUS TAX



PROTECTS EYES! New "White" lamp is ideal for fixtures where all or part of the bulb shows. Because it has much better diffusion, it protects your eyes.



LESS GLARE! There's less reflected glare with the G-E "White" lamp. Light is fully as bright as with standard 100-watt lamps, but softer in effect.

You can put your confidence in—

GENERAL  ELECTRIC



Genuine Shell Cordovan has no equal when it comes to honest-to-goodness, down-to-earth wear!

And, because of the nature of this tannage, it shines like new with the flick of a cloth! Add to all this the superior quality of Florsheim designing and shoemaking, and you have a shoe that's a perfect combination of good looks, perfect fit, and economical longer service.

Florsheim Shoes



The VIKING, S-1317, genuine Shell Cordovan wing tip.

The Florsheim Shoe Company • Chicago • Makers of fine shoes for men and women

LETTERS TO THE EDITORS

CONTINUED

Sirs:

The flower-sniffing dog in the current issue interests us, so we are sending you pictures of our raspberry-eating dog, Mutt.

C. L. VENARD

Peoria, Ill.



MUTT

GUNS ARE NOT ENOUGH

Sirs:

John Osborne's "Guns Are Not Enough" (LIFE, Aug. 21) analyzes superbly the major problem of the U.S., not only in Asia but all over the world. As long as American officers and men use the derisive term "gook" to describe the Korean people, understanding and goodwill cannot be achieved. Americans who represent this country overseas, be they civilian or military, must give up this attitude of contempt for everything foreign and show respect and understanding for the customs and traditions of others. . . .

WAYNE L. PEARSON

Kankakee, Ill.

Sirs:

Your "Report from the Orient" by John Osborne is truly a revelation—leaving one with a sickening feeling of hopelessness. In reading it I was reminded of another article ("It Takes a Russian to Beat a Russian," LIFE, Dec. 19, 1949) in which the thought "guns are not enough" was also expressed. This article is timely and still offers an inspiration as well as a sound policy for the world to remember.

MRS. JOHN C. RICHARDSON
N. Linthicum Heights, Md.

HONEST CREEKS

Sirs:

Two creeks in the U.S. which should appear in your story ("Honest Creeks," LIFE, Aug. 21) are found in the Kentucky mountains. One is called Greasy Creek, the other, Hell for Sartin Creek.

Wm. A. MCKAY

Eminence, Ky.

• LIFE has received the names of 33 other "honest creeks," three "honest" mountains, one "honest" brook (Purgatory Brook). Some of the creeks: Dirty Woman, Difficult, Wiggle, Jump Off Joe, Tribulation, Hell, No See U m, Puzzle and Stinking. ED.

Sirs:

You will be interested in knowing that Whistle Creek, near the Virginia Blue Ridge and Alleghenies, was for many, many years Whiskey Creek. The change was made during the prohibition era. . . .

CONTINUED ON PAGE 11

Fast help for HEADACHE

Upset Stomach • Jumpy Nerves



When headache hits, do as millions do. Take Bromo-Seltzer right away for fast help. Not only for the pain of headache but also for the upset stomach and jumpy nerves that often go with it.

Quick! Pleasant! Bromo-Seltzer effervesces with split-second action, ready to go to work at once. Caution: Use only as directed.

Proof of popularity: Today more people than ever use Bromo-Seltzer. You must be satisfied or your money back!

Get Bromo-Seltzer at your drug store, fountain or counter today. It's a product of the Emerson Drug Co., since 1887.



Smooth up with a "PRO" comb



- Teeth are smooth and rounded—won't scratch scalp!
- Perfectly molded—no irregularities to catch hair. Easy to clean!
- Light in weight, yet strong and flexible to prevent breakage.
- Wide choice of styles and colors for men and women. A "PRO" Comb will give your hair that "professional touch".

PRECISION MOLDED
PRO-PHY-LACTIC
COMBS

(Advertisement)

THE COLORFUL STORY OF THE PURPLE MOTOR OIL

Royal Triton—the amazing purple oil from California—has gained tremendous popularity throughout the country since its national debut a few months ago.

When Royal Triton broke all records for quality in a rugged 30,000-mile endurance run on the Pacific Coast it became an overnight success. Not only was it an immediate favorite with western motorists; visitors from the East even took it home with them and continued buying it by mail. Consequently,

Union Oil Company greatly expanded its manufacturing facilities to supply the demand in both the West and in other parts of the United States.

Royal Triton gives the greatest possible lubricant protection for today's precision-built cars. If you are particular about the care your car receives, we earnestly recommend that you give Royal Triton a trial. If your dealer doesn't carry it ask him to stock it for you.



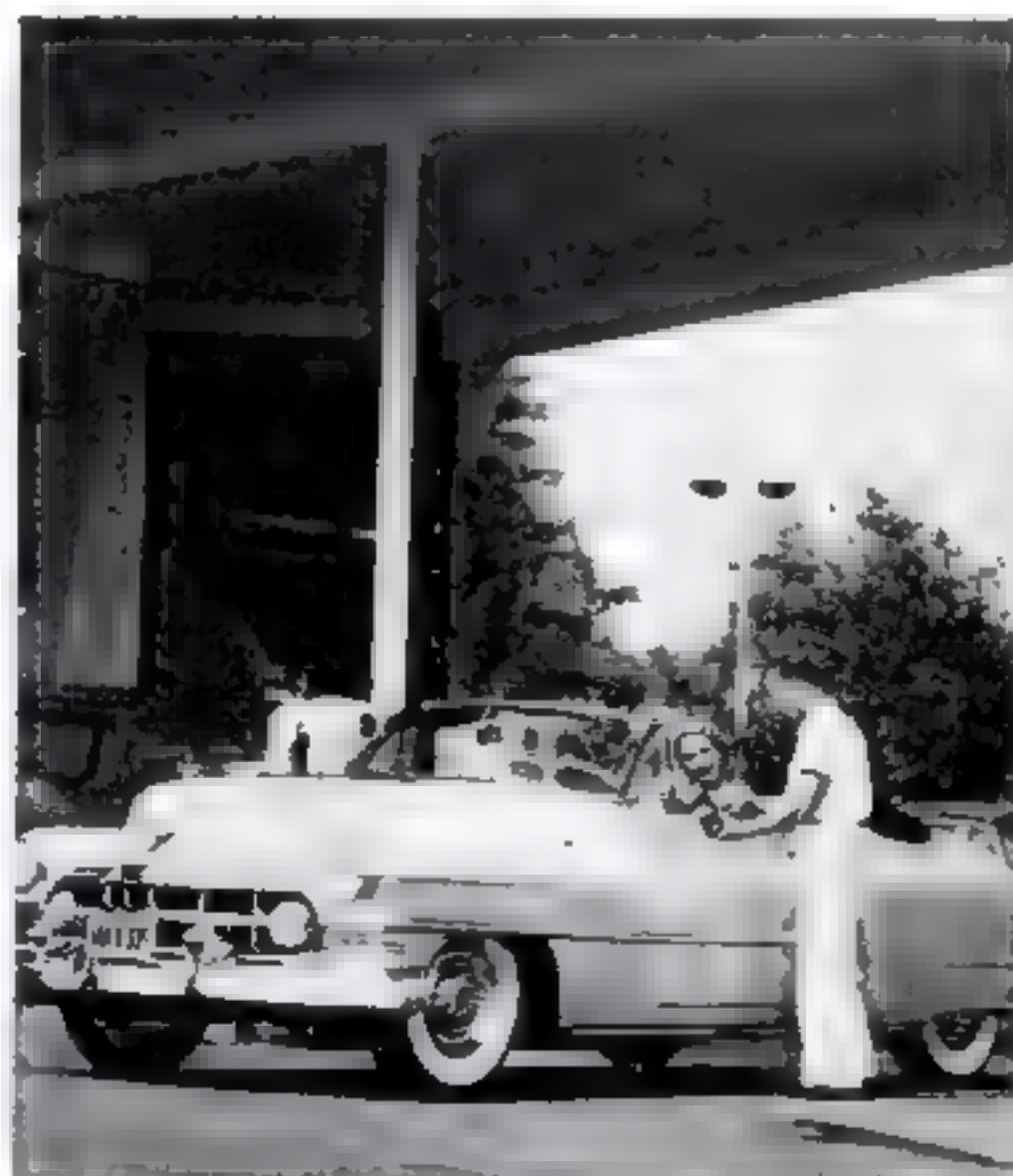
THE PURPLE COLOR of Royal Triton came from an exclusive combination of fortifying compounds that gives maximum protection to your engine. This color is your guarantee that Royal Triton will retard acidity, sludging and corrosion; resist oxidation; and clean your engine as you drive.



TO PROVE ITS AMAZING LUBRICATING ABILITY to the motoring public, four new cars using Royal Triton were driven 30,000 continuous miles up and down the Pacific Coast without a single oil drain! The run was supervised by outside engineering authorities. (Names available on request.)



AT THE END OF THE GRUELING RUN the engines were examined and found to be in top condition. When the oil was drained and examined it showed no more deterioration than ordinary non-compounded oils show after 1,000 miles!



NO AVERAGE MOTORIST is going to subject his car to such a test. However, Royal Triton *does* offer the greatest possible protection—regardless of your established drain interval.



ROYAL TRITON 45¢ PER QUART

AMERICA'S FINEST MOTOR OIL

UNION OIL COMPANY OF CALIFORNIA

Los Angeles 17, Calif.

New York • Chicago • Houston • Great Falls, Montana

CROSLEY SETS THE PACE

Family Theatre Television

WITH

FULL ROOM VISION

**DESIGNED AND BUILT FOR CLEAR, SHARP BIG PICTURES...
WITH THE WIDEST VIEWING ANGLE!**

Full Room Vision is the new look in television. **FULL ROOM VISION** means exactly what it says. With Crosley Family Theatre Television you see undistorted, clear TV pictures from any viewing angle in the room.

Here is Big Picture Television at its best—big *inside* as well as *out*. Crosley's big picture tubes have plus-power behind them to deliver Big Picture Performance.

There are no held-over circuits in the new Crosley TV line, no souped-up old chassis, no under-powered circuits equipped with big picture tubes. Everything in the '51 Crosley is *new* and *big* to give you the delight of **FULL ROOM VISION!**

When you see the new Crosley—

You'll see clear big pictures from the widest viewing angle on Crosley's exclusive Family Theatre Screen*. Contoured like the proscenium arch of a stage, this exclusive screen is also tilted slightly forward to prevent glare and reflection from stray light, thus contributing further to **FULL ROOM VISION.**

You'll see clear big pictures with maximum sharpness of detail thanks to Crosley's Super-Powered Circuit that delivers the power you need for clear Big Picture Performance. From transformers and power tubes to antenna and screen, the '51 Crosley is designed to meet the power demands of big 16-inch, 17-inch, and 19-inch picture tubes.

*Pat. Pending

You'll see clear big pictures with three-dimensional effect... brought to you in the exact degree of blackness or whiteness you prefer—with Crosley's new Precision Contrast Control.

You'll enjoy sharp tuning with Crosley's Unituner. This most efficient tuning device ends inter-channel interference.

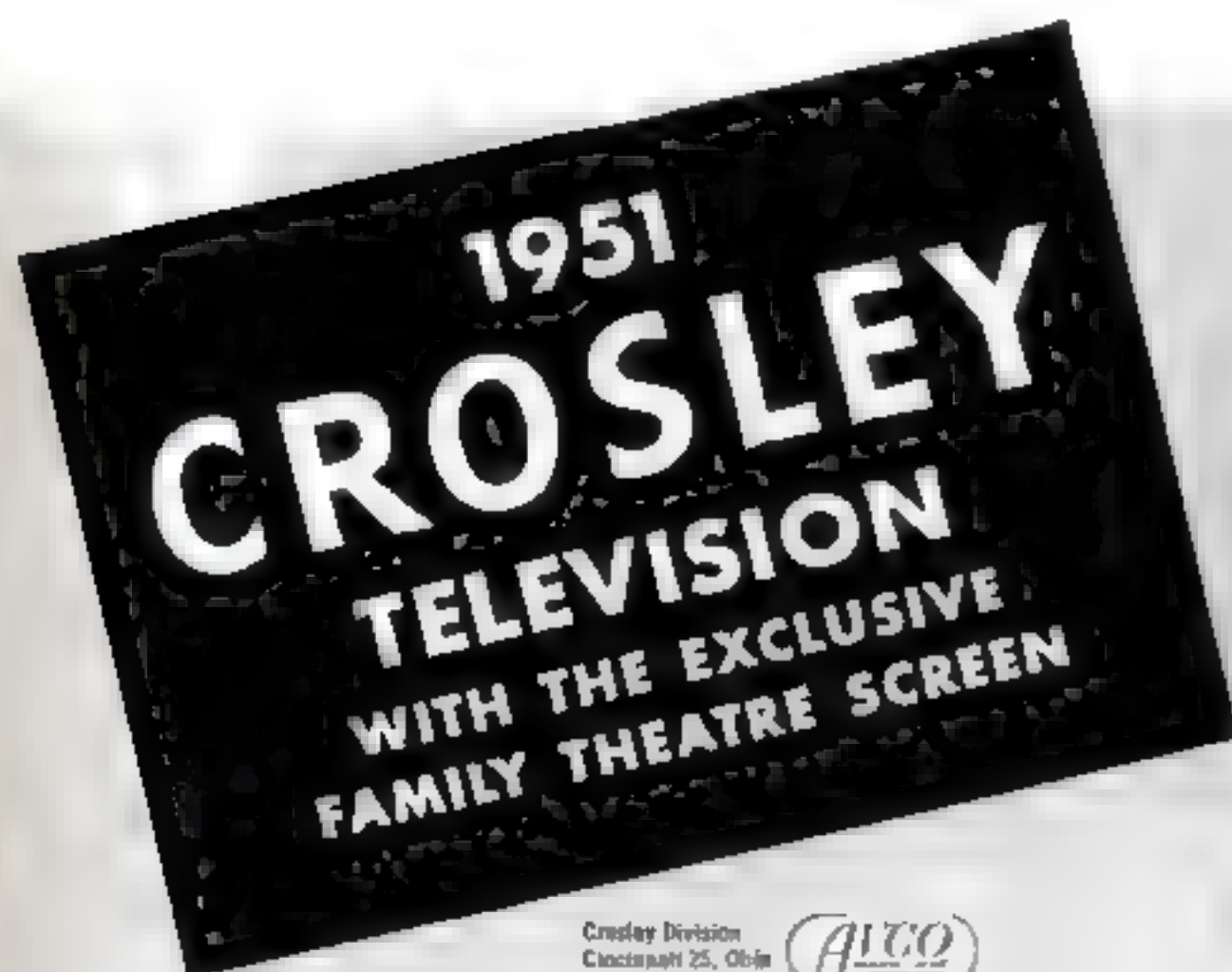
These sets embody many other electronic marvels that contribute to new delights in viewing and listening pleasure, today, and for years to come. So see Crosley's '51 models in gorgeous mahogany, walnut, and blond veneer woods in traditional and modern designs... *now* at your Crosley Dealer's!

★

BUILT-IN AUTOMATIC DUAL ANTENNA IS PATENTED... EXCLUSIVE TO CROSLEY!

Built into the '51 Crosley is the first entirely automatic, fully directional aerial. This is a high and low channel antenna which actually gives you two antennas in one, designed for peak performance on all channels. It is so constructed that no manual adjustment is necessary. We believe this is the most efficient, most sensitive built-in antenna ever offered to the buying public.

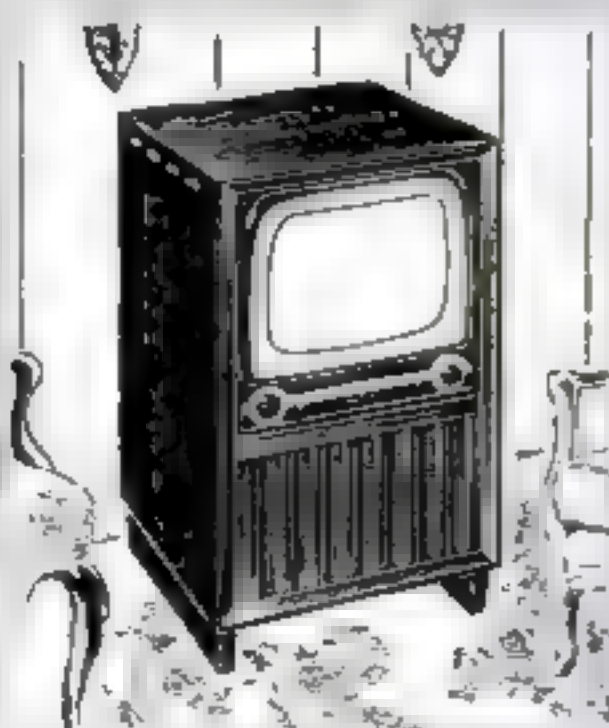
Among the 24 models of the new Crosley line there's one for every taste and purpose. You'll find the prices most attractive.



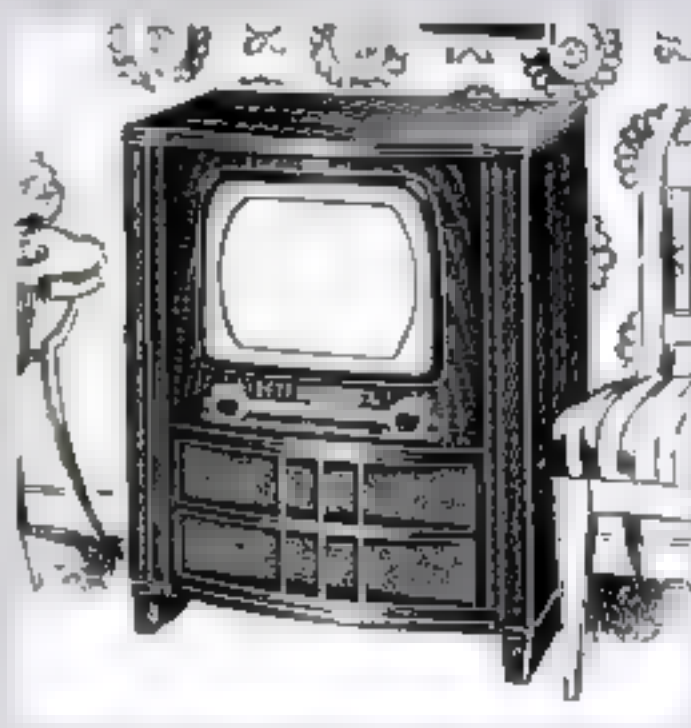
Crosley Division
Cincinnati 25, Ohio **ALCO**

BETTER PRODUCTS FOR HAPPIER LIVING

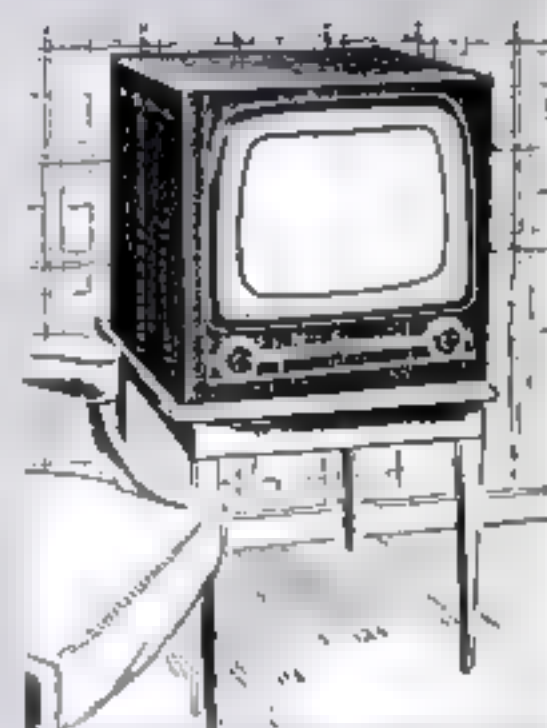
Shelvard® Refrigerators... Freezers... Sinks... Garbage Disposers... Electric Ranges... Electric Water Heaters... Steel Kitchen Cabinets... Radios... Television



16 INCH Console Model 11-445 MU (Rectangular Tube). Cabinets are finished in striped mahogany veneer, walnut, or blond wood. Special attention has been given to tone fidelity in all 1951 Crosley TV sets.



16 INCH Console Model 11-446 MU (Round Tube). Beautiful cabinet is available in Honduras mahogany veneer or blond wood. The '51 Crosleys have simple manual settings for greatest sensitivity in weak signal areas.

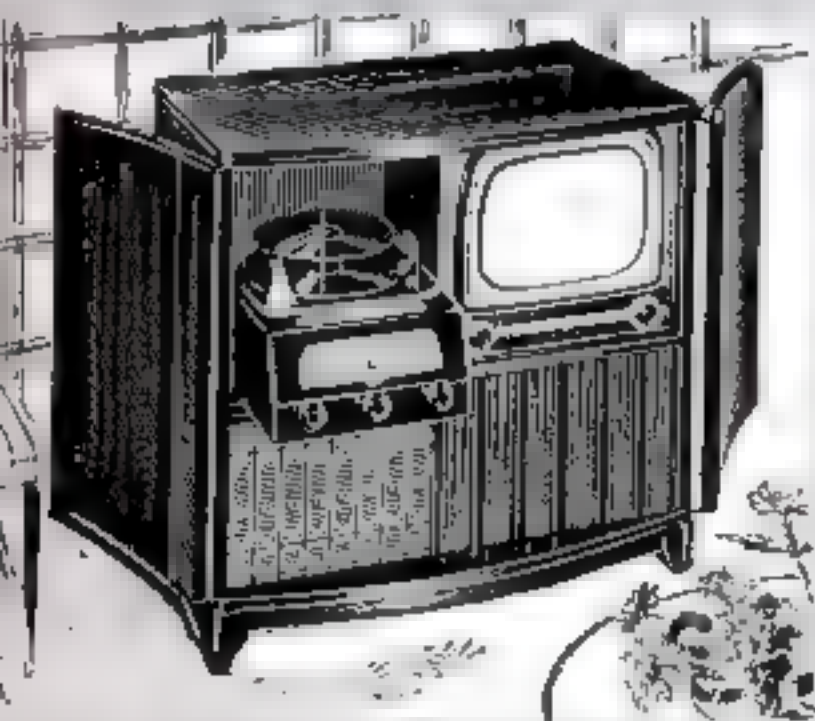


17 INCH Table Model 11-442 MU (Rectangular Tube). Striped mahogany veneer or blond wood. Frame and window of the new Crosley remove easily from cabinet for cleaning.

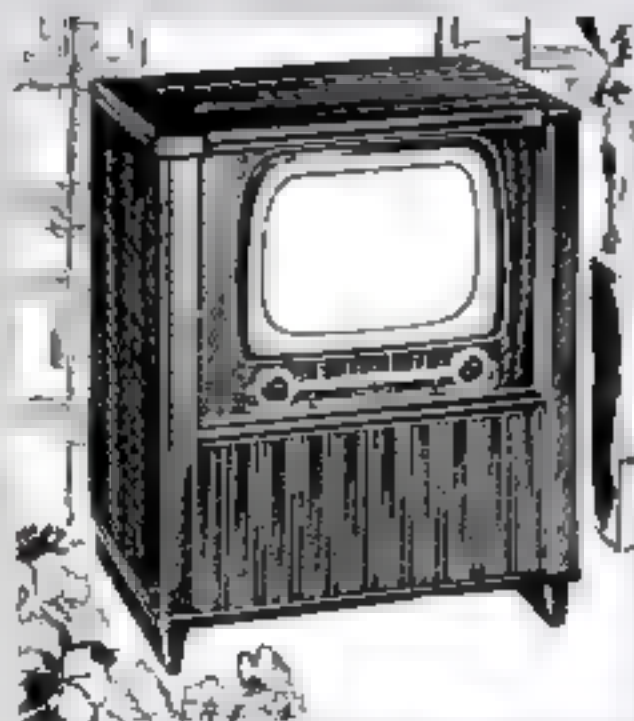
WITH THE NEW LOOK IN TELEVISION



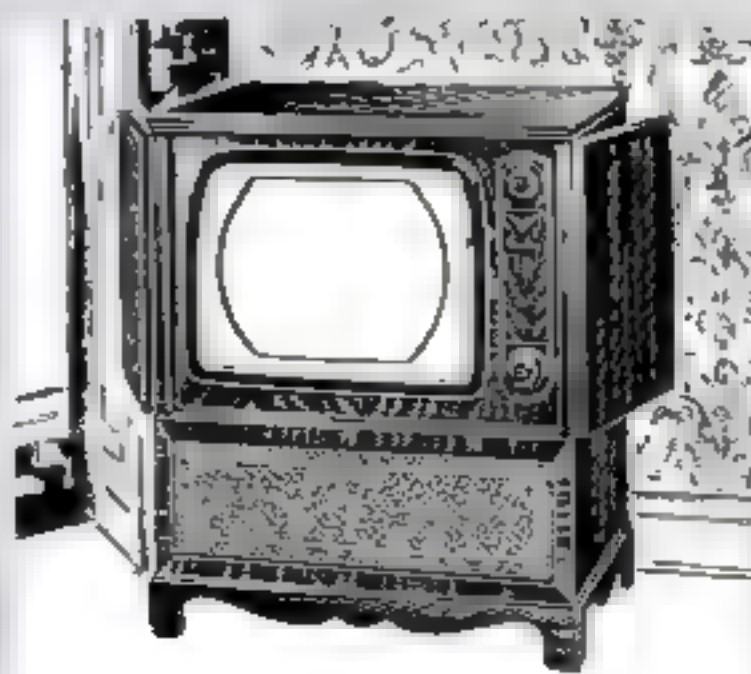
DESIGNS ARE COMING FROM CROSLY!



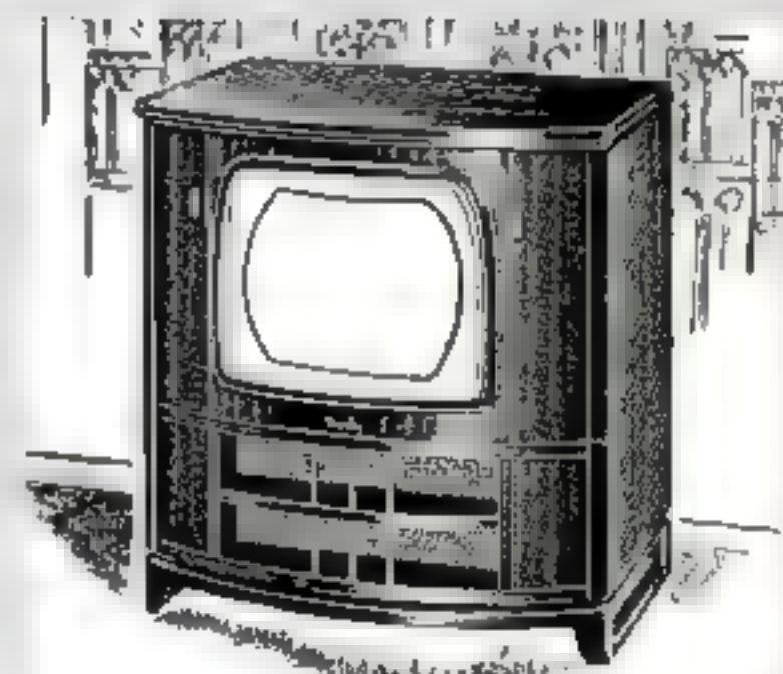
17 INCH All-Entertainment Console Model 11-444 MU (Rectangular Tube) includes a superb radio and three-speed record player. Honduras mahogany veneer or blond. The proscenium arch, crystal window and mask of the '51 Crosley are molded into one piece which is tilted to eliminate glare.



17 INCH Console Model 11-453 MU (Rectangular Tube). In your choice of striped mahogany veneer or blond wood. The improved new Unituner eliminates inter-channel interference. Sharp tuning is effortless.



19 INCH Console Model 11-454 MU (Round Tube). Gorgeous period cabinets in mahogany veneer, or modern cabinets in mahogany or blond wood with three-quarter doors. Stabilock circuits in this and all '51 Crosleys eliminate picture jumping.



19 INCH Console Model 11-443 MU (Round Tube). In a beautiful Honduras mahogany veneer. The majority of 1951 Crosley Television models are equipped with a convenient phonograph connection and switch to permit attachment of a record player.

"Soaping" dulls hair— Halo glorifies it!



Not a soap,
not a cream—
Halo cannot leave
dulling, dirt-catching
soap film!

Gives fragrant
"soft-water" lather
—needs no
special rinse!



Removes
embarrassing
dandruff from both
hair and scalp!



Halo leaves hair
soft, manageable—
shining with colorful
natural highlights!



Yes, "soaping" your hair with
even finest liquid or oily cream
shampoos leaves dulling,
dirt-catching film. Halo, made
with a new patented ingredient,
contains no soap, no sticky oils.

Thus Halo glorifies your hair
the very first time you use it.

Ask for Halo—America's
favorite shampoo—at any drug
or cosmetic counter!



Halo reveals the hidden beauty of your hair!

LETTERS TO THE EDITORS

CONTINUED

The accuracy in creek-naming hasn't all been brutal. Some forgotten poet wandered back into the Virginia Blue Ridge near Amherst and named three lovely trout streams: Dancing, Enchanted and Lovelady Creeks.

ALFRED PERCY
Madison Heights, Va.

MOSQUITO FISH

Sirs:

In your issue of the current week (LIFE, Aug. 21) there appears a very interesting article on the value of the little fish *Gambusia affinis* as a destroyer of mosquito larvae. Unfortunately the piece is marred by a misstatement to the effect that these fish lay about 40 eggs a month. The truth is that they are not oviparous but viviparous, hence do not lay eggs but bring forth their young alive. . . .

WILLIAM T. INNES
Editor

The Aquarium
Philadelphia, Pa.

• LIFE laid the eggs, apologizes to *Gambusia affinis*.—ED.

U.S. WATER

Sirs:

You present an essay on U.S. water (LIFE, Aug. 21) and imply that by planning and building more dams we can fill our present needs from existing sources. You avoid any suggestion of what may happen to dams and reservoirs already built and being built, or how long they will take to fill up with silt.

In May, 1945, J. C. Stevens, of the American Society of Civil Engineers, predicted that the Elephant Butte Reservoir would be effective for 158 years. In June 1943, J. M. Witzig stated that, on the basis of studies by the Soil Conservation Service, about 64% of all reservoirs in the U.S. have useful lives of less than 100 years. Since there are actual records of some reservoirs silting full in less than 30 years, it seems absurd to contemplate spending all of these millions for new dams without more definite knowledge as to whether the effective life of the structure will be even equal to the amortization period for the expenditure.

It seems much more logical to give more money and consideration to the Soil Conservation Program to conserve water on and in the land, which this program will do if properly carried out.

CONTINUED ON PAGE 18

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(Advertisement)

Are women more stubborn than men?

Women are certainly stubborn about what they want in an underarm deodorant! They complain that they've tried many, found not a one that was completely satisfactory. That's a fact—found by a survey of 6 million women!

Now, after two years of intensive research, the Andrew Jergens Company has developed a completely new kind of deodorant to answer the complaints of these women. It's wonderful new spray Dryad!

Triple-action Dryad gives instant protection. It checks perspiration instantly! It eliminates the odor of perspiration acids instantly! And Dryad overcomes odor-causing bacteria instantly!

Dryad is harmless to the most fragile fabric and even men like its clean, fresh fragrance. No other deodorant duplicates Dryad's exclusive 48-hour protection. Get the pink squeeze-bottle today and see for yourself! It's only 49¢! (Also in cream form)

**Now Your eggs will be
THE SAME EVERY TIME
exactly as you like them**



No more getting your eggs "too soft one time"—"too hard the next" with a Sunbeam in your home. The degree of cooking depends entirely on the amount of water used. If you use the same amount every time, the eggs will be cooked the same every time. The lid doubles as a measure for the water. It is conveniently marked for SOFT, MEDIUM or HARD-cooked eggs. The control button clicks off automatically when eggs are done. You can SEE it and HEAR it. By the makers of the famous Sunbeam Mixmaster, Coffee-master, Ironmaster, etc. On sale wherever good electric appliances are sold. \$10.00.

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Never again,

*need your wool
socks shrink
out of fit!*



*nor any other
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"SANFORLAN" TELLS YOU THE WORK'S OUT OF WASHING BECAUSE THE SHRINK'S OUT OF WOOL!

Wonderful wool-washing news! Lady, you can throw away those stretchers, those frames, those boards! You won't have to fuss and pull and pin any more!

For the new "wonder" wools labeled "SANFORLAN" won't shrink out of fit—won't mat or felt! No matter how many times you wash them, "Sanforlan" wools—knitted or woven—keep their original size and softness!

Buy "Sanforlan" wools... follow manufacturer's washing directions... be free from wool-washing worries.

SANFORLAN
TRADE-MARK

Brought to you by the "Sanforized" people!

Cluett, Peabody & Co., Inc. permits use of its trade-mark "Sanforlan" only on woolen articles which have been treated by procedures approved by this company and which meet its rigid requirements. When washed in accordance with recommended procedures for wool, garments bearing the trade-mark "Sanforlan" will not mat, felt, or shrink out of fit.

Vitalis "LIVE-ACTION" care gives you Handsomer Hair!



You'll **FEEL** the difference in your scalp—**SEE** the difference in your hair!

What a wonderful wake-up glow in your scalp—when you use Vitalis "Live-Action" care. That's Vitalis and the famous "60-Second Workout!"

There's nothing like **50 seconds'** tingling massage with the *active* Vitalis formula to (1) stimulate your scalp (2) prevent dryness (3) rout flaky dandruff (4) help check excessive falling hair. Your scalp feels refreshed, invigorated.

Then **10 seconds** to comb... and see how much neater, handsomer your hair is—set to stay that way all day! Natural looking—never "slicked down." Vitalis contains no greasy liquid petrolatum—just pure, natural vegetable oil.

For a scalp that *feels* its best and hair that *looks* its best, get "Live-Action" Vitalis at drug counters or barber shops.



Many skin specialists prescribe two of Vitalis' basic ingredients for dry, flaky scalp. The Vitalis workout stimulates scalp, prevents dryness.

A PRODUCT OF BRISTOL-MYERS

*Vitalis and the "60-Second Workout"

NEW! for cream tonic fans
lighter-bodied **VITALIS HAIR CREAM** gives you hair that **CLEAN-GROOMED LOOK**
NO heavy film NO greasy ends / NO itching

P.S. Your barber is an expert—ask him for a professional application of "Live-Action" Vitalis, or new Vitalis Hair Cream.

LETTERS TO THE EDITORS

CONTINUED

After we have slowed down the run-off and reduced the soil erosion, we can build whatever reservoirs are necessary, and perhaps they will be effective for a few lifetimes.

DON V. PURINGTON

Bartlesville, Okla.

Although dams sometimes fill up with silt, they solve the immediate water problem. However, soil conservation and proper forestry practices are absolutely necessary to long-term water planning.—ED.

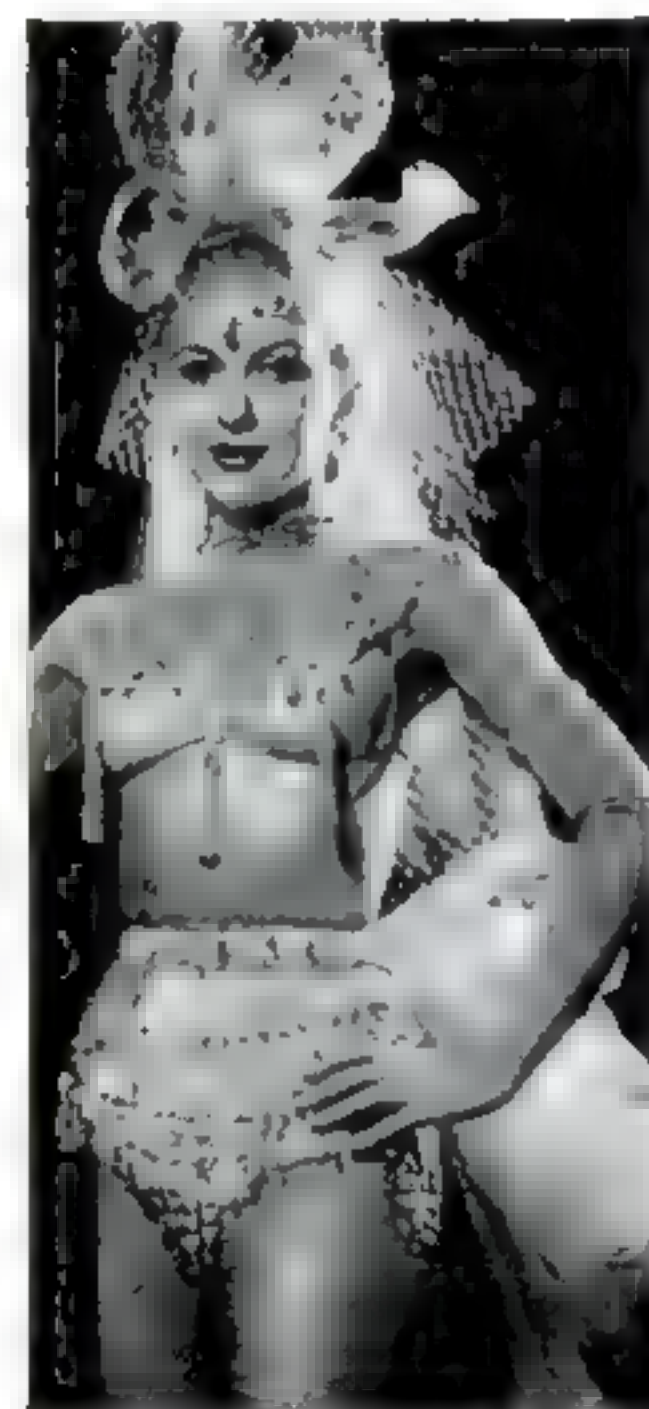
COVER GIRL

Sirs,

If you want to keep loyal LIFE fans happy, please let us see more of your cover girl, Kaja Sundsten (LIFE, Aug. 21).

TED LEVESEN

North Arlington, N.J.



KAJA SUNDSTEN

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TUMS Help bring NATURAL SLEEP

Don't take sleeping pills or habit-forming drugs when you can't sleep. Take a couple of Tums before retiring. Tums neutralize heartburn, gas of acid indigestion that frequently cause sleepless nights. Soothe, sweeten stomach so you can go to sleep quickly; sleep all night—wake up in the morning feeling wonderfully refreshed. Get Tums from your druggist today. Only 10¢ a roll; 3 roll package a quarter.



for the tummy

NEED A LAXATIVE TOO?
Try a 25¢ Box
Nature's Remedy
MR TO-NIGHT TOMORROW A-RIGHT

NOW!
FASTEST RELIEF EVER
Corns
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Pad instantly relieves painful shoe pressure
Medicated Disk quickly removes Corns, Callouses

NO OTHER METHOD DOES AS MANY THINGS FOR YOU AS DR. SCHOLL'S!

1. Instantly Allays Pain—No Faster Relief Possible This Easy Way...
2. Quickest Corn and Callous Removing Action Known to Medical Science...
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No wonder Dr. Scholl's Zino-pads are the world's largest selling reliefs for corns, callouses, bunions and sore toes—for no other method does as many things for you as Dr. Scholl's. So join the millions who already enjoy instant relief this modern, scientific way. Get a box of Zino-pads today! Sold everywhere.





Light on the Purse ... Too!

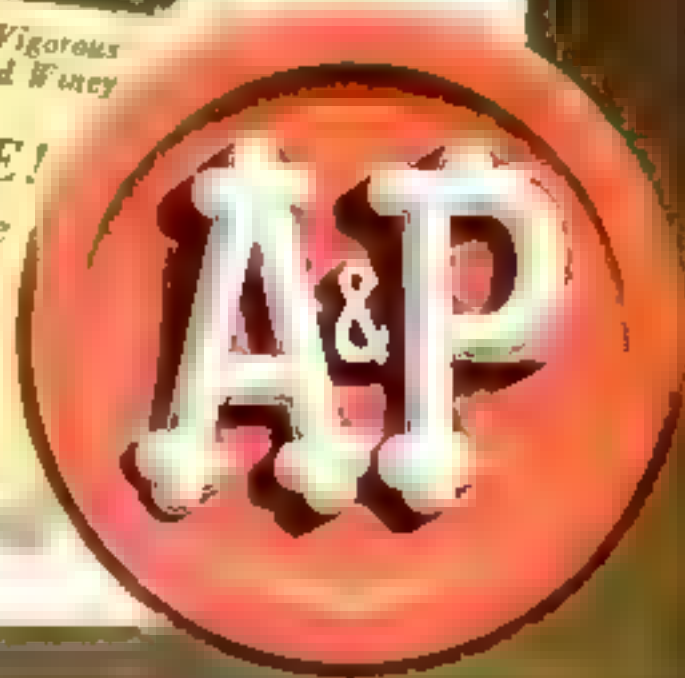
Lighten the pull on your purse strings — switch to finer, fresher A&P Coffee.

You'll enjoy the rich, full flavor of this superb coffee. You'll get the most from every pound because A&P Coffee is Custom Ground to your order exactly right for the way you make coffee. And because the profit on A&P Coffee is only 1¢ a pound, you'll find these superb coffees offer you real savings. Visit your A&P Store — change to A&P Coffee. It will brighten your days.

A&P COFFEE
AT ALL A&P FOOD STORES



NATION'S FAVORITE!
More people drink A&P Coffee than any other ... in fact, our Eight O'Clock blend alone, outsells any other brand of coffee in the world.



China is Wedgwood Embossed Grape Vine.

Feed your dog as well as you feed yourself



Swift's Pard gives your dog
as much nourishment

as you get in this hearty, nutritious
roast beef dinner!



Look how these dinners compare!

		ROAST BEEF DINNER	PARD (1 CAN)	
Protein	(gms.)	25.0	32.8	
Carbohydrate	(gms.)	35.6	45.7	
Fat	(gms.)	30.1	14.7	
Iron	(mg.)	4.91	22.7	
Calcium	(gms.)	0.09	2.0	
Phosphorus	(gms.)	0.36	1.39	
Vitamin A	(units)	401.0	550.0	
Vitamin B	Thiamine	(mg.)	0.31	1.41
	Riboflavin	(mg.)	0.29	1.86
	Niacin	(mg.)	7.26	18.2
Energy:				

Roast beef dinner: 17.4% of daily caloric needs for average man
Pard (1 can): 100% of daily caloric needs for 20 lb. dog

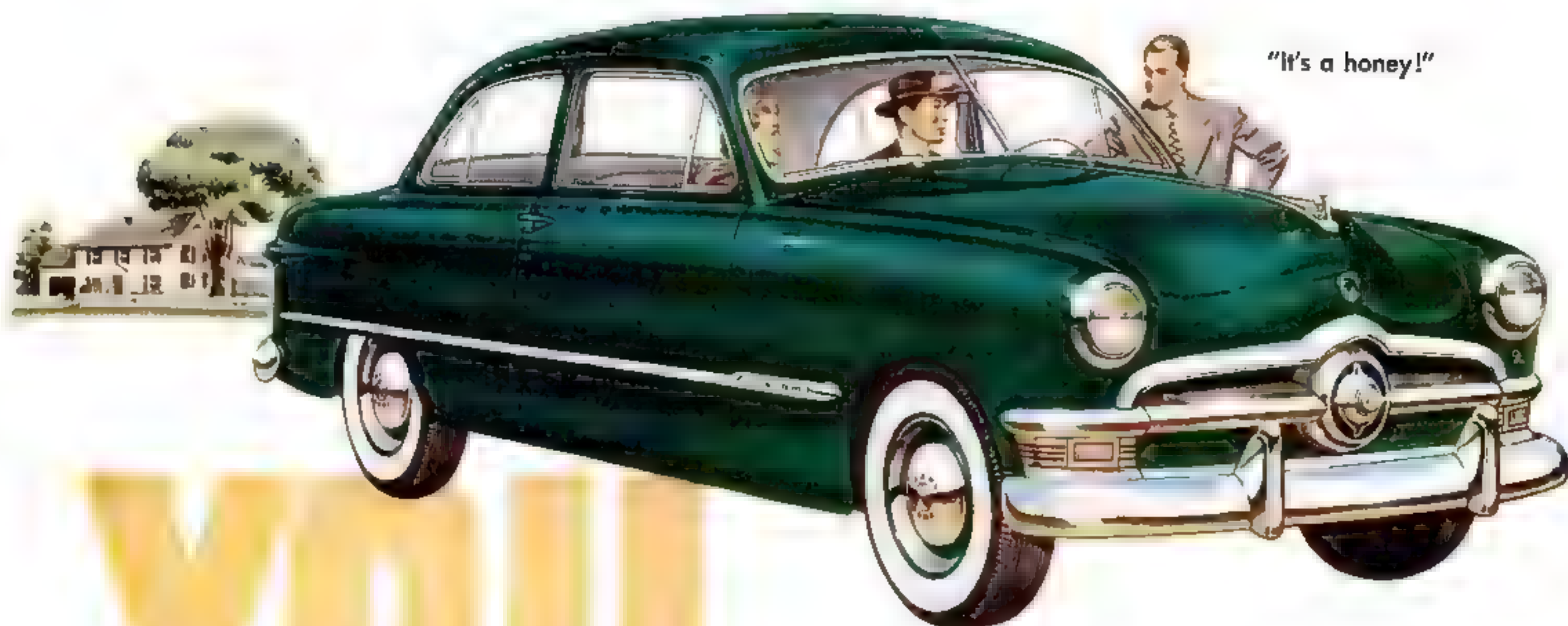
GENERATION-TESTED. In Swift & Company's own research kennels, 11 consecutive generations of happy, healthy dogs have been raised on Pard and water alone. (For comparison, 11 *human* generations would go back past 1776!)

GENERATION-PROVED. Since 1932, *more* dogs in *more* homes have eaten *more* Pard than any other quality canned dog food. Join the millions of dog owners who feed their dogs PARD.

From the Research Laboratories of Swift & Company

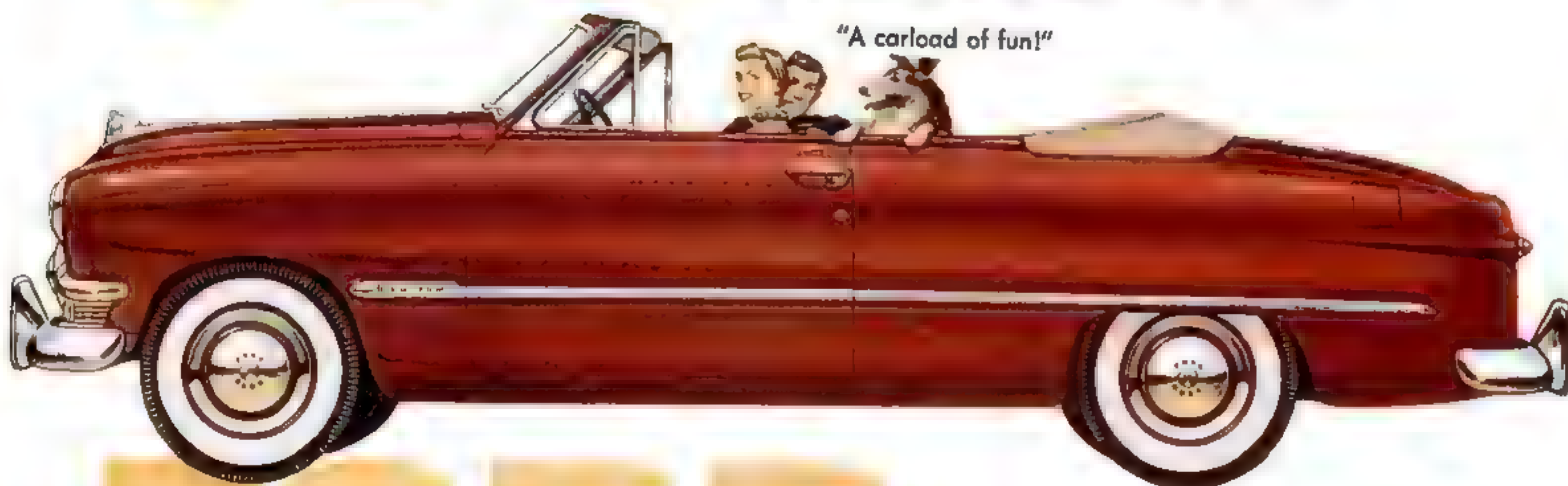
Your best friend's best food!





"It's a honey!"

YOU name it!



"A carload of fun!"

FORD has it!

✓ **POWER**—Choose either the new 100 h.p. V-8 or the advanced 95 h.p. Six!

✓ **STYLING**—"Fashion" throughout! Quality coachwork and "jewel-box" interiors!

✓ **ROOMINESS**—Sofa-Wide seats—room for six big people!

✓ **EASE OF HANDLING**—"Finger-Tip" Steering and King-Size Brakes that stop with 35% less effort!

✓ **LUGGAGE SPACE**—More than 24 cu. ft. in Ford's Deep Deck Luggage Locker!

✓ **ROADABILITY**—Rough roads, twisting roads—Ford holds a steady course! No pitch, no sway!

✓ **SAFETY**—Ford's famous "Lifeguard" Body is built of heavy-gauge steel!

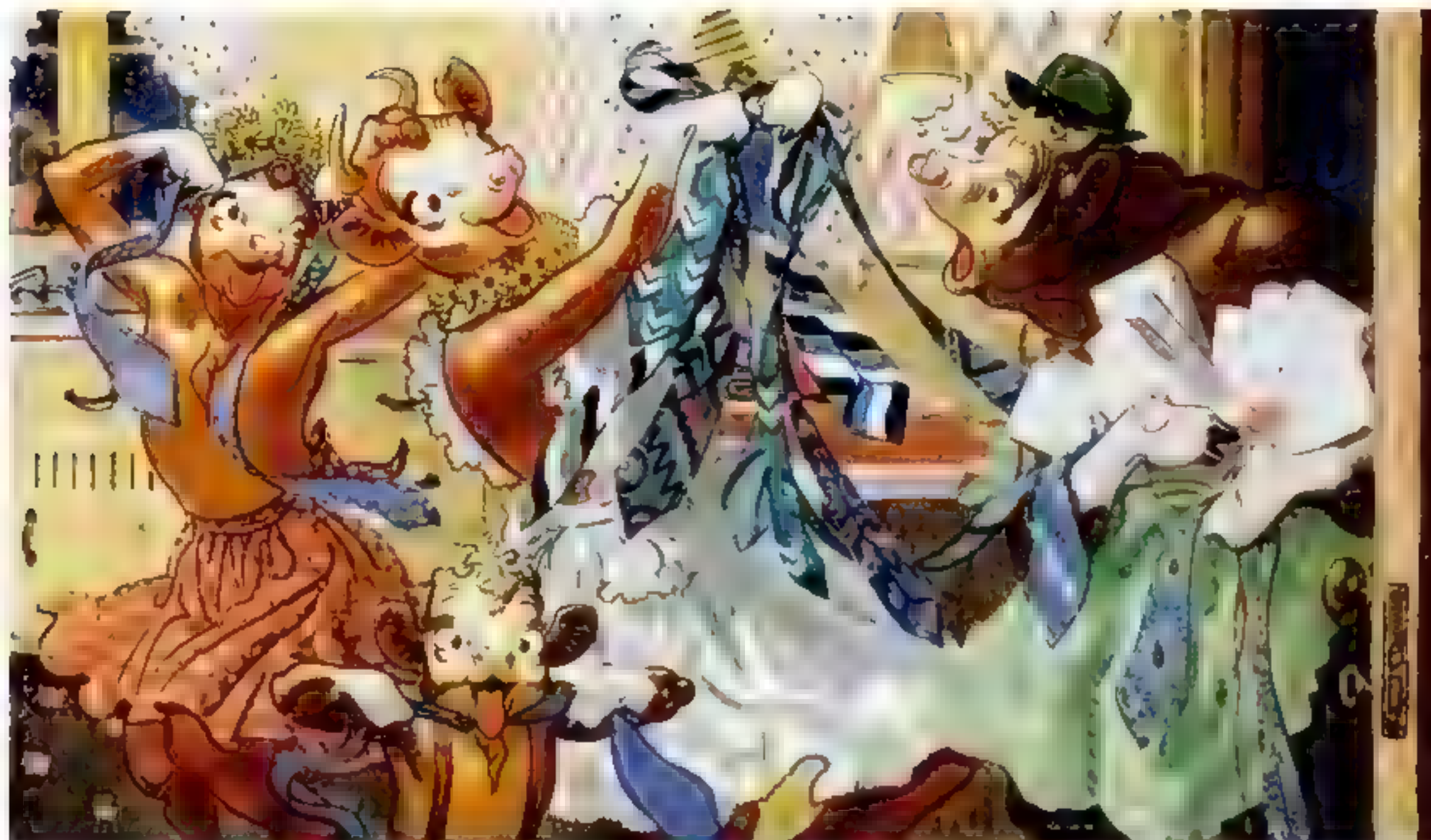
✓ **LONG LIFE**—It's built into every part! Colors are baked on to keep their "Showroom Complexion"!

✓ **COMFORT**—Just try Ford's "Mid Ship" Ride!

✓ **ECONOMY**—Ford is thrifty all the way! Low in first cost—low in day-to-day running cost—and high in value at "trade-in" time!

There's a Ford in your future . . . with a future built in

"Test Drive"
the '50 Ford



"Of course, men are more easily fooled than women,"
laughed *ELSIE, the Borden Cow*

"Nobody fools me!" bellowed Elmer, the bull. "I *needed* new ties!"

"So many—all *blue*?" asked Elsie.

"What's wrong with blue?" flushed Elmer. "The saleslady said blue brought out my personality!"

"Oh, Elmer!" choked Elsie. "Suppose I told you that *Borden's Gruyere Cheese* would make your hair wavy—would you believe me?"

"No!" roared Elmer

"But, if I told you," said Elsie, "that *Borden's Gruyere* has the delicate, nut-sweet flavor of fine Swiss

Cheese—and that *Borden's Gruyere* with crackers or fruit makes the grandest dessert that ever went on a table, or brightened up a lunch box—you'd *have* to believe me!"

"Why would I have to?" mimicked Elmer.

"Because I don't try to fool anyone," answered Elsie simply. "For instance, when I urge mothers with children going back to school to see that the youngsters get plenty of *Borden's Homogenized Milk* with their meals, between meals, and in their lunch boxes, mothers know I

have a good reason.

"You see, *Borden's Homogenized Milk* has the cream blended throughout, and has extra Vitamin D added! A truly great body-building—and body-maintaining—food. And that's *not* fooling."

"The lady wasn't fooling when she said blue was for me!" snapped Elmer.

"Let's forget the blue ties, dear," soothed Elsie. "Let's stick to things we know are good—like *Borden's* foods. *If it's Borden's*, you know, it's *GOT* to be good!"

Fun with Food

by *Elsie*
the *Borden Cow*

MAKE COCONUT SHREDS party-pretty by filling a glass jar $\frac{1}{2}$ full of coconut; add a few drops of diluted coloring and shake!



ON YOUR GUARD! GET SET! GO— and buy a can of vitamin-rich, chocolatey-good **HEMO** today!

Then you'll be *guarding* your children the best way you can—guarding their growing bodies, making *absolutely* sure they're getting sufficient vitamins and minerals to help develop sturdy bones and sound muscles.



And **HEMO** makes milk an exciting chocolate treat! The kids love it! So get the **HEMO HABIT**... a good habit for mothers with growing children! **HEMO** is grand for adults, too. Helps you keep in step.

Flavor- and Vitamin-Saving Dept.: When you cook vegetables, the *less* water you use the *better*! Less loss of vitamins and flavor that way.

SPECIALLY NEW! Lady Borden Ice Cream has another *new*, another *heavenly* flavor!



This time it's **BLACK RASPBERRY**—and it's *divine*! This richer, creamier ice cream is flavored *through and through* with real, *garden-fresh* raspberries, all specially picked!

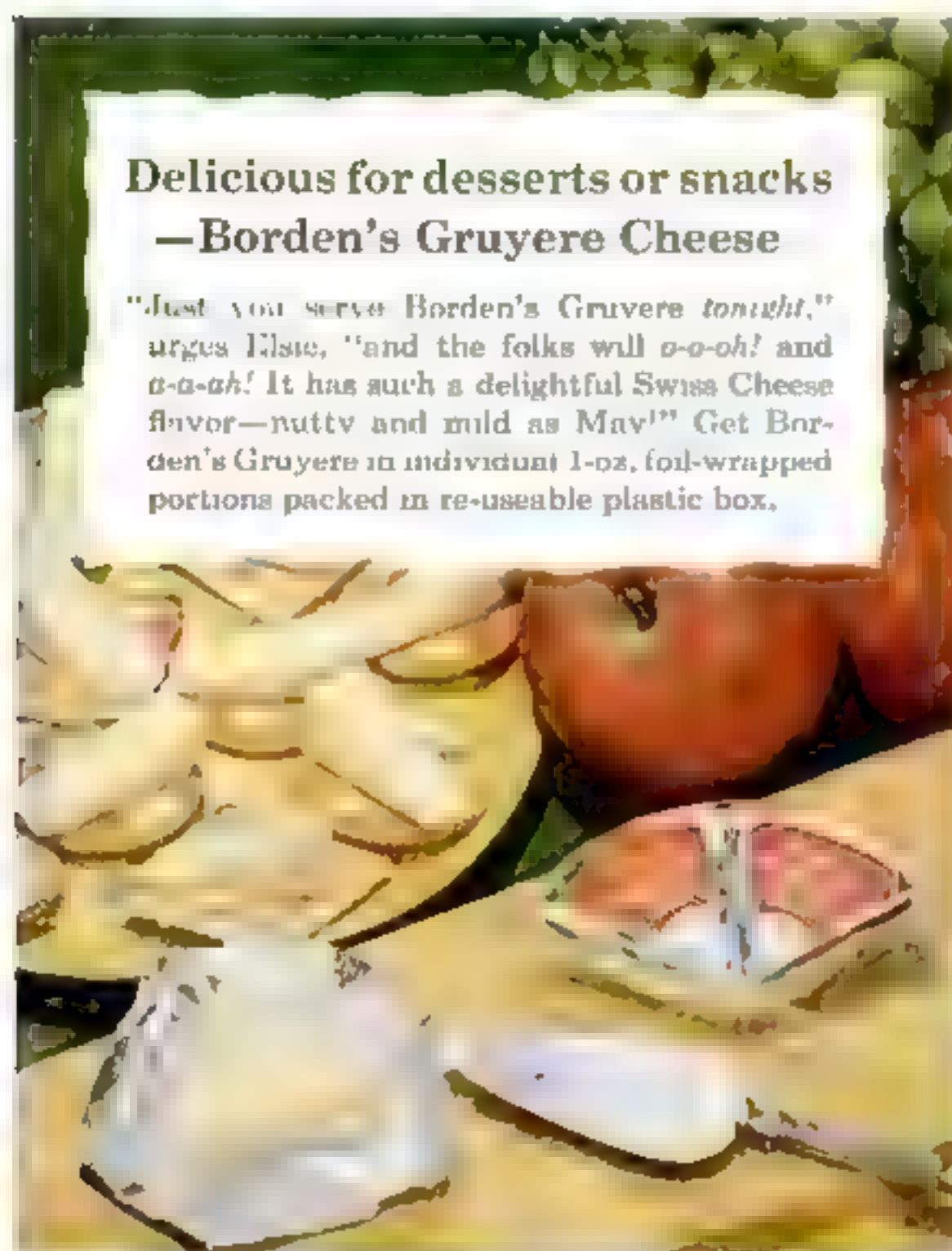
This new flavor, of course, comes in the familiar, round Burgundy package.

IF IT'S
BORDEN'S
IT'S GOT TO BE GOOD!

©The Borden Company

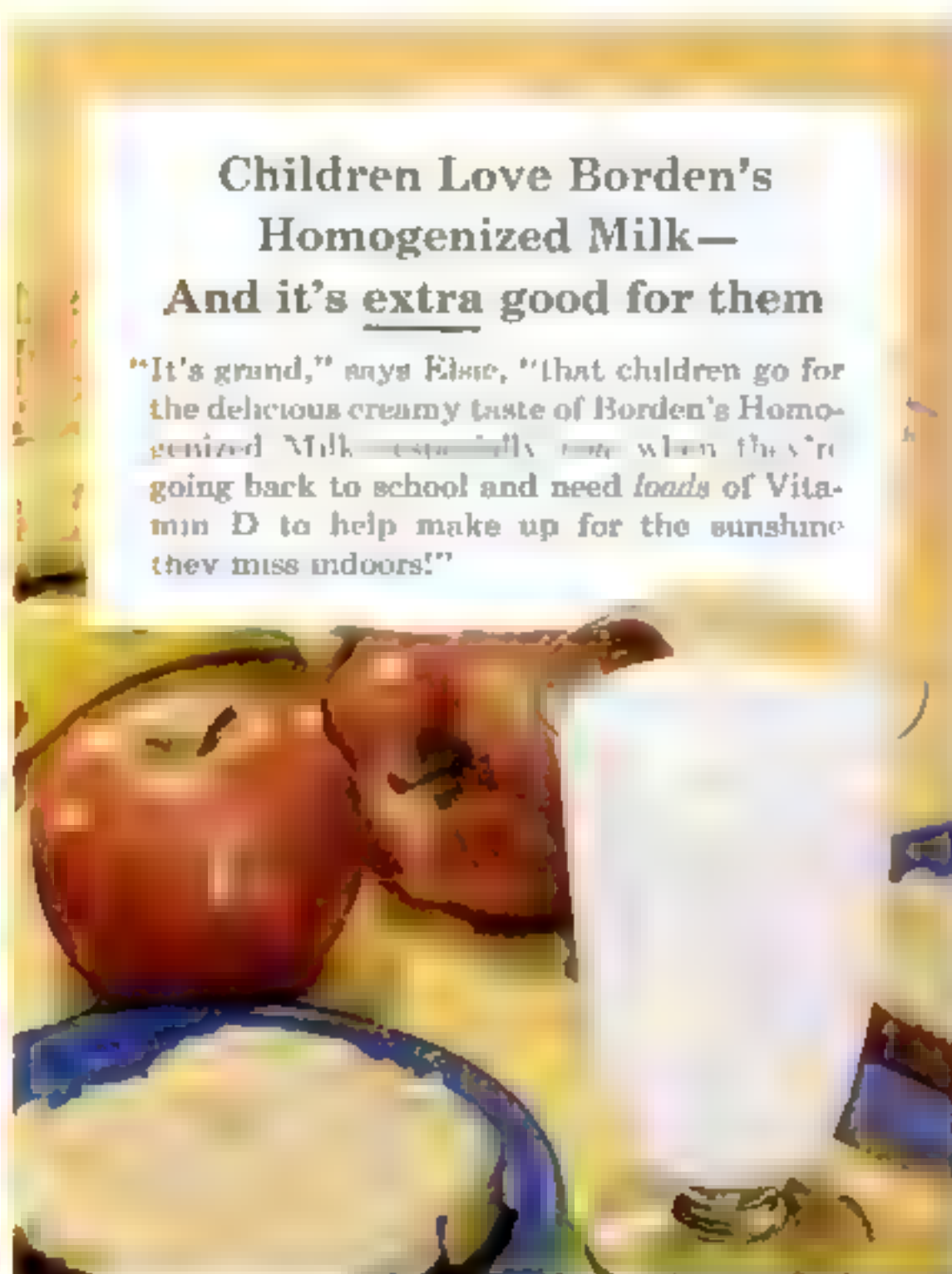
Delicious for desserts or snacks —Borden's Gruyere Cheese

"Just you serve *Borden's Gruyere* tonight," urges Elsie, "and the folks will *a-a-oh!* and *a-a-ah!* It has such a delightful Swiss Cheese flavor—nutty and mild as May!" Get *Borden's Gruyere* in individual 1-oz. foil-wrapped portions packed in re-useable plastic box.



Children Love Borden's Homogenized Milk— And it's extra good for them

"It's grand," says Elsie, "that children go for the delicious creamy taste of *Borden's Homogenized Milk*—*especially* ~~now~~ when they're going back to school and need *loads* of Vitamin D to help make up for the sunshine they miss indoors!"

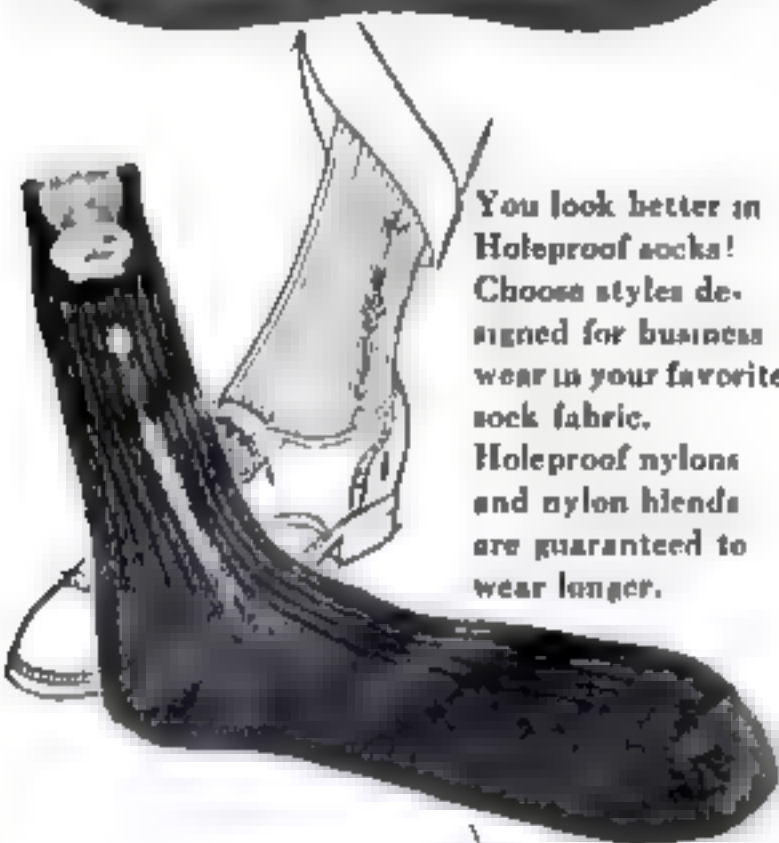


AWARDED THE
FASHION ACADEMY GOLD MEDAL



final touch
to a fine appearance
Holeproof

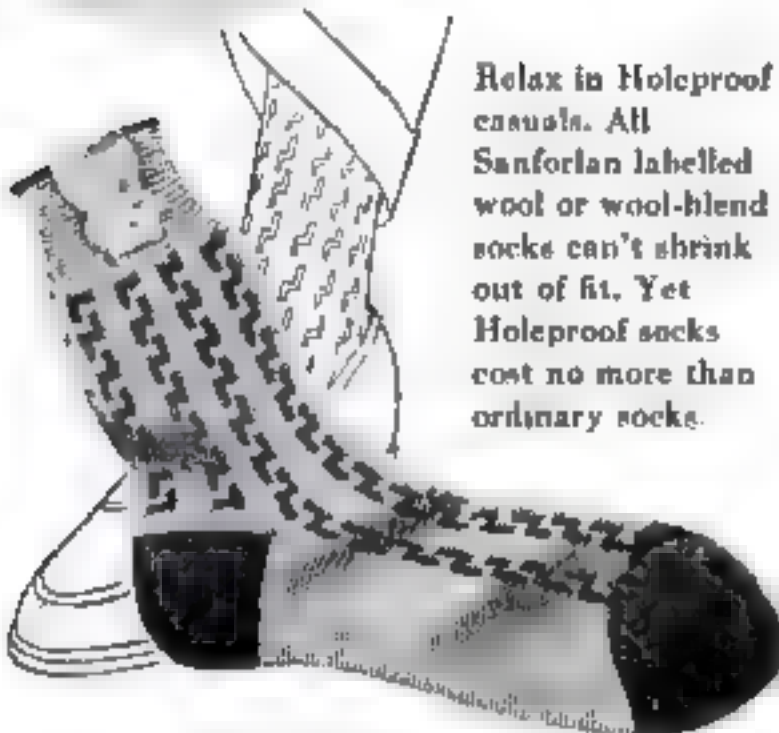
MEN'S SOCKS



You look better in
Holeproof socks!
Choose styles de-
signed for business
wear in your favorite
sock fabric.
Holeproof nylons
and nylon blends
are guaranteed to
wear longer.



You look better
in Holeproof socks.
Styles especially
designed for
dress-up wear,
too.



Relax in Holeproof
casuals. All
Sanforlan labelled
wool or wool-blend
socks can't shrink
out of fit. Yet
Holeproof socks
cost no more than
ordinary socks.

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cleaner, longer-
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and is so
good for
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skin!

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No lather
No rub-in



Avoid Athletic Aroma
use BARZ
Lotion Deodorant

At Your Favorite Store

55¢ to \$3.95

Short and Regular Lengths

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*Now a new Hoover tank cleaner
at an exciting new low price*

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AND YOUR OLD CLEANER

Prices slightly higher in Canada

Prices subject to increase without notice



Hoover Hero



Dyne

MODEL
41

Introducing a new, new Hoover Tank Cleaner with a better way to get the dirt... a quicker, cleaner way to get rid of it! It's AERO-DYNE Model 41— at the lowest price ever for such efficiency, such convenience!

Exclusive features of AERO-DYNE Model 41:

- Controlled Suction, a brand-new idea in cleaning that puts most effective suction where you need it most—at the point of contact with rug or floor.
- Famous "Litter-Gitter" nozzle gets the deep-down dirt, stubborn litter faster and safer than ever before.
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Low down payment, easy monthly terms, puts this new AERO-DYNE Model 41 in your home. Price includes cleaning tools. See it at your Hoover Dealer's today... or phone for a home demonstration (no obligation). Or ask to see one of the three Triple-Action Hoovers or the famous AERO-DYNE Model 51. Hoover Cleaners are sold only by established local merchants. See your classified phone directory.

THE HOOVER COMPANY
North Canton, Ohio; Hamilton, Ontario, Canada; Perivale, England

You'll be happier with a Hoover.

SPEAKING OF PICTURES . . .

. . . How many cars can you identify from this 1906 photo?

Back in the early 1900s, when the automobile was still a new fangle, the society set of McHenry County, Ill. got together and founded one of the popular new auto clubs. There were no officers and no formal meetings in this club, but every summer Sunday when the weather was good and the roads dry the members piled into their sporty new cars and tore off across the country to have dinner at some hotel 20 or 30 miles away. One Sunday in 1906 the club made the "Delavan Run," a 20-mile



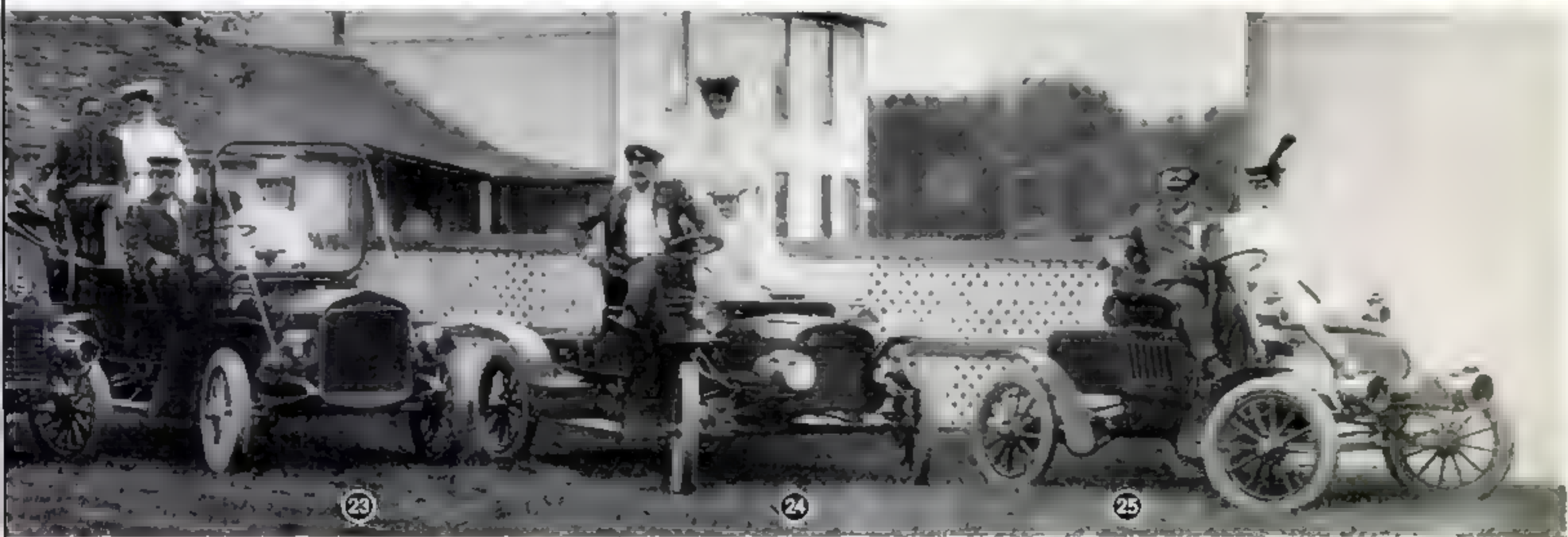
jaunt to Wisconsin, where all 98 of them ate a whopping meal at the Delavan Hotel. A Chicago photographer happened to be there and it was a nice sunny day, so he got everyone together on a grassy plot near the hotel, lined up the 25 cars facing his revolving camera, and recorded on film a small piece of American history. The photograph (below) shows ten different makes of cars, and LIFE invites its older readers to reach back into their memories and try to identify them. The answers

are printed below, but readers are warned that car 24 could not be identified by the nation's leading automobile authorities. It is probably an early composite pieced together from various odds and ends of other cars by its mechanically adept owner.

ANSWERS: 1 and 2—Mittells; 3—Vale; 4 and 10—Studebakers; 11—Winton; 12—Elmore; 13 and 21—Cadillacs; 14 and 23—Buicks; 15—Autocar; 16—Reliance; 17—probably composite; rest—Ramblers.



SIX-FOOT PICTURE is owned by Byron Carpenter, 85, and his wife Edith, 80. The Carpenters are in car 21.



PAREN

don't deny



Megan, Christina, and Katha...the 5-year-old Dees triplets of



NATIONAL BISCUIT COMPANY

Naturally, your children come first. So think of them *first* when you plan their meals, and don't overlook the benefits that the daily breakfast of NABISCO SHREDDED WHEAT and MILK supplies. No fancy, scientific-sounding ingredients in NABISCO SHREDDED WHEAT! Instead, just 100% whole wheat, including bran and wheat germ! Combine it with milk, (fruit, too, for something special!) and this simple, delicious dish provides *so many* of the neces-

NITS!

your children the benefits of

America's great
body-building breakfast

NABISCO SHREDDED WHEAT and MILK



Flushing, N.Y., enjoying their NABISCO SHREDDED WHEAT

sary, nutritional elements your family needs.
And how you'll love that hearty, wheaty flavor!
Start *tomorrow* — serve NABISCO SHREDDED
WHEAT, the *original* Niagara Falls product!

the breakfast full of
POWER from Niagara Falls!

NABISCO SHREDDED WHEAT
and MILK will help provide—



Carbohydrates...for ENERGY
at study and play.

Calcium...for building STRONG
TEETH and BONES.

Protein...for nourishing MUSCLES
and TISSUES.

Vitamin B₁...for aiding APPETITE
and DIGESTION.

Iron...important for red BLOOD.

**GIVE YOUR FAMILY THESE
NATURAL BENEFITS TOMORROW!**

NOW SCHICK BRINGS YOU...

The Finest Shaving Instrument of All Time

HERE it is—the shaver whose swift efficiency outdates all other methods.

Here is the climax of years of electric shaving leadership.

Here is the completely new Schick "20"—titled for Schick's 20th anniversary as the first name in electric shaving—and correctly called "the finest shaving instrument of all time."

Hold this well-balanced beauty. A light new shape nestles in your fingers, with sides dimpled for sure gripping.

Plug it into any outlet—press the handy button—and into action goes that *real rotary motor*, the most powerful motor Schick ever built.

Glide the "20" over your face. Those Hi-Velocity Heads purr through the thickest whiskers. Your beard seems to

melt like snow in the spring. And all clippings fall into the new two-position Whisk-Its.

In a few moments—you're *shaved*, clean and close. Your face is smooth—not a sign of cut, scrape—or whisker.

Even the case is in keeping with the complete newness of the Schick "20." Its shape is smart and different—conveniently tailored for bathroom shelf, dressing table or suitcase.

If you want the very finest in all ways, this is the shaver for you. The Schick "20" is onstage now at your nearest dealer's (along with its companions, the famous Schick Super and Schick Colonel). Schick Incorporated, Stamford, Conn. Service offices in principal cities.

Schick "20" \$24.50 • Schick Super \$22.50 • Schick Colonel \$17.50

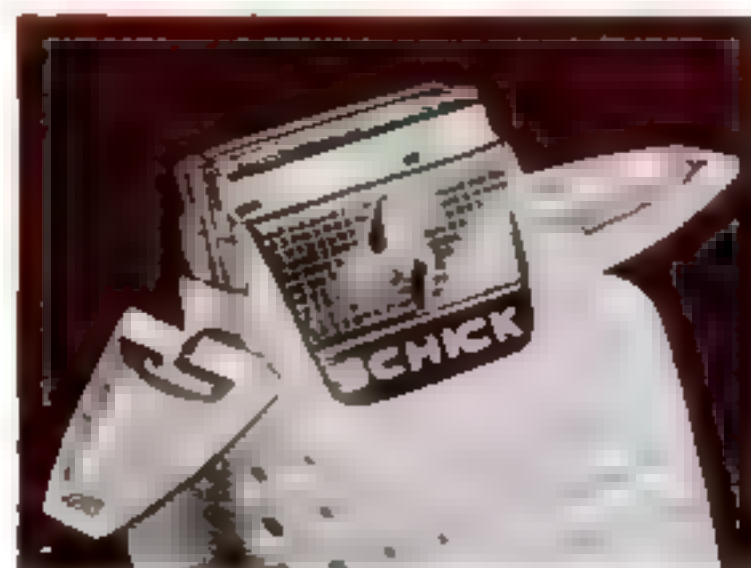
**P. S.—Gift idea? What better?*



NEW HI-VELOCITY HEADS—Higher speed with longer cutter thrust. Sharpened and boned. Exclusive combing edges guide whiskers. Interceptor bar, in each head, stands up whiskers for close cropping.



NEW TOP-POWER MOTOR—A *real rotary motor*. Precision-built, smooth, a powerhouse—picks more power than any other we ever made. AC or DC. Snaps into action or stops when you press the Stop-Start Button.



NEW EASY-TO-HOLD SHAPE—Lightest shaver on the market, dimpled indentations for non-slip grip, compact form fits fingers. New larger Whisk-Its open to two positions for easy cleaning.



NEW CARRY CASE—In a rich, leatherlike covering, saddle-stitched, lettered in gold. Handily sized for medicine cabinet, wash-basin shelf, dressing room—or for traveling.

MORE MEN USE SCHICK ELECTRIC SHAVERS THAN ANY OTHER MAKE



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CELEBRATING 20 YEARS AS THE FIRST NAME IN ELECTRIC SHAVING

STYLED BY CARL OTTO

You can't match Live-Water Action for washing clothes really clean!



**And only the New FRIGIDAIRE
Automatic Washer has it!**



Watch amazing Live-Water Action at work

You'll be delighted to see how clean it washes your clothes—*really* clean! That's because Frigidaire's Live-Water Action is different in principle—and results! Watch the Frigidaire Pulsator put *water* to work—with short, fast, up-and-down strokes. Look how surging, penetrating currents of hot, sudsy water produce all the washing motion. Clothes are never rubbed or tumbled to wear them out. See how clothes are always washing under water—never

half in, half out. Notice that the Under-water Suds Distributor automatically releases only active, hard-working suds into the water. Notice, too, that *clean* water is used for each wash and both rinses—yet for many things you use as little as 12 gallons of hot water.

And feel the difference that Frigidaire's Rapidry-Spinning makes. Clothes come out so dry that many can be ironed immediately—thanks to this super-fast spinning action.

**Sensational New Select-O-Dial lets
you pre-select all washing times!**

Unlike ordinary automatics, this new washer doesn't even require hand-controlling for special fabrics like silk, wool, rayon. Just dial the right washing time—marked on the Select-O-Dial—and the washer does the rest! New signal light goes on to show you when washer is operating.



Completely New Idea In Washer Styling!

See this washer with the new high back panel. It fits into *kitchens* as beautifully as it fits into utility rooms and laundries! Notice that it stands close to the wall—and that the control is on the back panel, within easy reach. See how its Raymond Loewy styling harmonizes with cabinets and other modern kitchen equipment.



This emblem on a Frigidaire Automatic Washer assures you of the same measure of convenience, economy, dependability and beauty that made the Frigidaire Refrigerator America's No. 1 Refrigerator

Now FRIGIDAIRE Automatic Washer With Lifetime Porcelain Finish

Ask your Frigidaire Dealer for a complete demonstration of Frigidaire Laundry Appliances. Also ask him about Frigidaire Refrigerators, Electric Ranges, Electric Water Heaters and other Frigidaire appliances. Look for your Frigidaire Dealer's name in the Yellow Pages of your phone book. Or write Frigidaire Division of General Motors, Dayton 1, Ohio.



See the Lifetime Porcelain finish inside and out! Only Frigidaire has it. This tough, gleaming finish stays new-looking for years and years. Exterior comes clean with just a swish of a damp cloth. Interior is self-cleaning.

New! Frigidaire Automatic Clothes Dryer gets one load dry while the next is washing—in *any* weather! No more lugging baskets of heavy, wet clothes. New variable temperature control gives you just-right heat for all types of fabrics. New built-in Ozone Lamp gives clothes clean, fresh smell. New low price gives you a better value than ever.

New! Frigidaire Electric Ironer has exclusive Prestoc-Matic Foot Control—leaves both hands free to guide clothes. Sag-proof, 30-inch open-end roll; largest things iron just as easily as small ones.



LIFE'S REPORTS



SIGNS OF THE CHANGE appear in Salzburg shops. Here, above old English, French, Italian and Czech signs, is new one: "WE SPEAK HUNGARIAN."

AUSTRIAN GOULASH

Hungarian refugees from Communism take over Salzburg and turn it into a second Budapest

by SIMON BOURGIN

SALZBURG, AUSTRIA

THE Salzburg trolley car was jammed to the doors. As it pulled away, one of the passengers noticed that everyone aboard was, like him, a Hungarian refugee. But a lone, panting Austrian was running alongside the car, tapping on the door. "Stop the car," said the passenger, "and give that Austrian a ride." The motorman shrugged his shoulders and stopped the car. "Why not?" he replied—in Hungarian.

In the Salzburg cafes, where this story is told, listeners are inclined to take it with a grain of paprika. They are no longer convinced that there is an Austrian left in Salzburg. The paucity of natives in the city symptomizes a remarkable transformation. Prewar Salzburg, with its ancient churches and palaces, was a baroque museum of almost all that was Austrian. Today Salzburg is a rich, bubbling goulash of Romanians, Bulgars, Yugoslavs, Balts, White Russians and Hungarians—mostly Hungarians. With Communism firmly established in Hungary, more than 30,000 refugees have sneaked, swum, crawled or dashed across the Austro-Hungarian border just east of Vienna, many making their way to Salzburg.

The result has been a flavor of Budapest all through Salzburg. The Hungarians have re-created Budapest coffee shops, dress salons, gypsy restaurants—all DP-operated and patronized. Salzburg shops, which once turned internationalist by advertising "WE SPEAK ENGLISH" to the GIs, have had to dress their windows with "BESZÉLNEK MAGYARUL," which means that the proprietors now speak Hungarian, though with little more fluency than they did English. Salzburg's fashionable Getreidegasse has been renamed the "Váci Utca" after Budapest's favorite shopping district. Even Salzburg's Herrengasse, where two baroque bawdy houses nestle in the shadow of the Hohen-Salzburg Fortress, has been named "Vig Utca" (Happy Street) after Budapest's red-light district.

Salzburg's natives, accustomed to pilgrims and tourists for 11 centuries, are notably hospitable. But even their hospitality has become strained. Indeed a Salzburg writer expressed his sentiments about the Hungarian visitors quite bluntly the other day: "The exhausted reporter enters one of the popular *espresso* coffee shops that have sprung up like mushrooms in the center of Salzburg recently. The general language spoken is Hungarian. The waiter looks like a gypsy and speaks a broken German, the lady behind the *espresso* machine has a smile on

CONTINUED ON NEXT PAGE

oh-oh, Dry Scalp!



"HE MAY THINK he's going places—but he won't get anywhere with his Dry Scalp! Golly, his hair is so dry it goes every which way! And look at that loose dandruff on his coat. He needs some down-to-earth advice about 'Vaseline' Hair Tonic, and I'll see that he gets it!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



IT'S A CINCH! Check Dry Scalp easily and effectively with just a few drops daily of 'Vaseline' Hair Tonic. It supplements natural scalp oils...relieves dryness...loose dandruff...makes your hair look *naturally* better. Gives double care to scalp and hair. Contains no alcohol or other drying ingredients...It's economical, too.

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TOPS IN ENTERTAINMENT: DR. CHRISTIAN, STARRING JEAN HERSHOLT, ON CBS EVERY WEDNESDAY NIGHT. SEE YOUR NEWSPAPER FOR LOCAL BROADCAST TIME.

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LI'L ABNER by AL CAPP

Reg. U. S. Pat. Off.

SOB!

THAR HAIN'T NO WAY WE KIN GIT DOWN OFFA **SLIPPERY MOUNTAIN!** WE IS **DOOMED!**

AH DON'T MIND BEIN' DOOMED, BUT AH CAIN'T STAND NOT EATIN'!!—HOPES THIS MAKES SOMEBODY THINK OF US!!

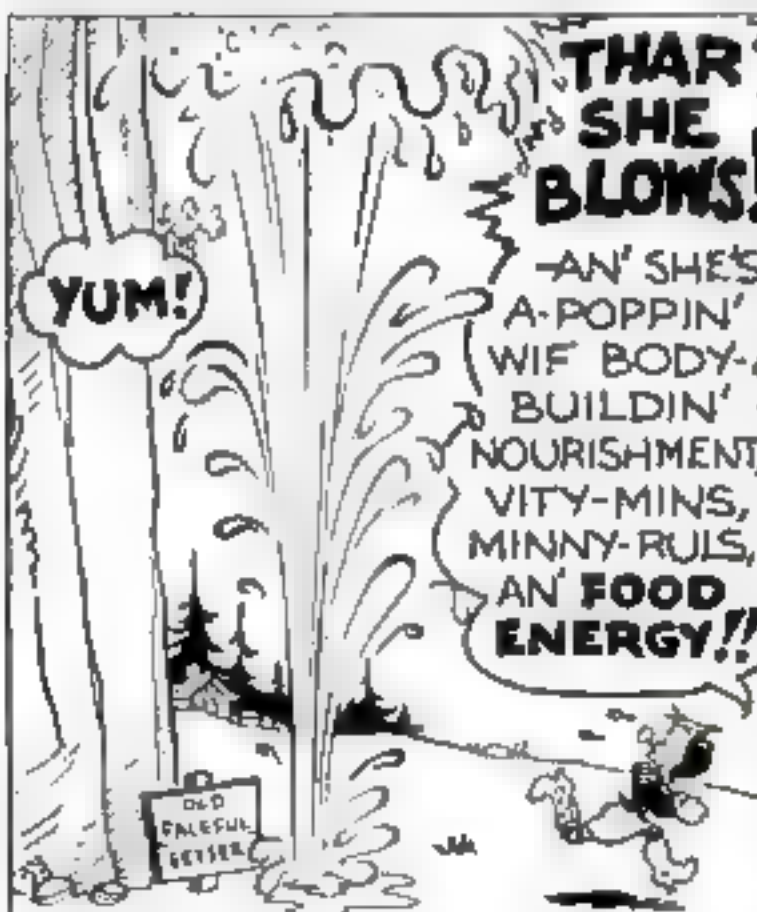


THIS ROCK HIT ME SO HARD AH CAIN'T (SOB!!) THINK!!—TH' NOTE SAYS THEY IS STARVIN' ATOP SLIPPERY MOUNTAIN!

AH GOT SOME ENRICHED 5 MINUTE CREAM OF WHEAT!! ALSO-AH GOT A PLAN!!



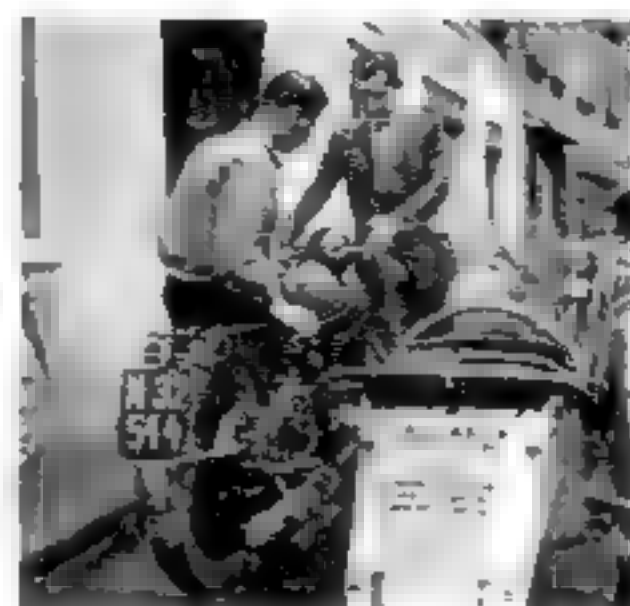
"OLD FACEFUL" WILL COOK IT T'FULL DIGESTIBILITY IN JEST 5 MINUTES—THEN SHE'S DUE T' **BLOW!!**



GET THAT CREAM OF WHEAT FEELING!

COSTS LESS THAN 2¢ A BOWL!

"Cream of Wheat" and Chef are Registered Trade Marks and Reg. U. S. Pat. Off.



DRIVING SCHOOL of Hungarian Erdős György (right) suffers from fact that he has only a motorcycle.

AUSTRIAN GOULASH CONTINUED

her bright red lips and understands only a few German expressions. One feels quite out of place and leaves with a murmured 'pardon.' Austria is a refugee country, like the U.S. But while America is the 'melting pot' of the nations, Austria seems to be more the 'garbage can' of individuals."

The exodus from Hungary began two summers ago, when the Communists proved that they were going to sovietize the country in earnest. At one time more than a thousand Hungarians a month escaped through the forest-covered Austro-Hungarian border in nightly crossings. Today, with watchtowers, barbed wire, land mines, Communist police and bloodhounds barring the way, a few hundred a month still get through. Those Hungarians who can put \$2,000 U.S. on a certain desk in the Hungarian Foreign Office come out in style on the Orient Express. Others, for a smaller bribe (\$300), ride out with the truckloads of American cigarettes that Russian soldiers smuggle into Vienna.

Tales about the heroes of this exodus are told and retold in Salzburg coffee houses. The Hungarians swear that one of their tribe, surfed on *Wiener schnitzel* in Vienna, crept back through the minefields to the frontier city of Sopron. There he lunched on chicken paprika and Hungarian white wine and, happy again, recrossed the minefields.

Of Prince Paul Esterházy (a nephew of the Esterházy who was sentenced with Cardinal Mindszenty) the coffee-house historians insist that he literally fiddled his way across the border. A talented violinist, the prince appeared at a Communist guard station in the guise of an itinerant fiddler, played music which so enraptured the guards that his disappearance through the barbed wire to the strains of a lingering *csárdás* was completely unnoticed. More earthy is the tale of the two Hungarians who approached the Austrian frontier disguised in the skin of a cow.

FOR THE 1 MAN IN 7 WHO SHAVES DAILY

New preparation with remarkable skin-soothing ingredient helps keep the face looking young and healthy!

Modern life now means daily shaving for millions of men. But frequent shaving often results in ugly, old-looking skin. To help men solve this problem, we developed Glider—a rich, soothing cream containing a special ingredient to help preserve the youthful qualities of the face.

Now—every time you shave with Glider—you give your face the benefit of this wonderful substance... and you finish your shave looking and feeling remarkably fit!

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You can get Glider at any toilet-goods counter. Or we'll be glad to mail you a guest-size tube—enough for three full weeks—absolutely free. Just write The J. B. Williams Company, Dept. LG-9, Glastonbury, Conn., U. S. A. (Canada: Ville La Salle, Que.) Offer good in U. S. A. and Canada only.

Charles S. Campbell PRESIDENT

ONLY Edgeworth comes in a REAL POUCH!



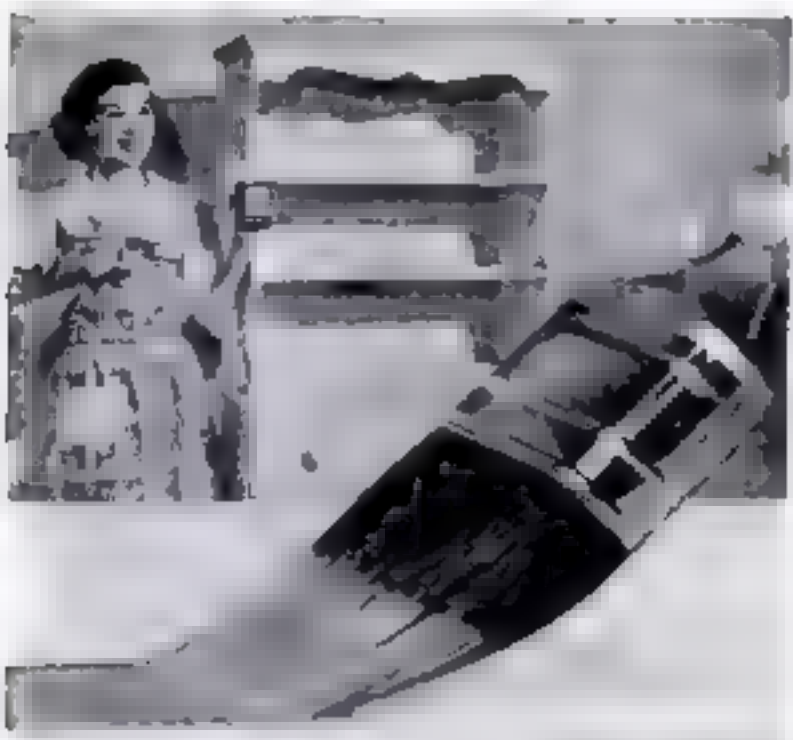
- Fits snug in your pocket—like a handkerchief
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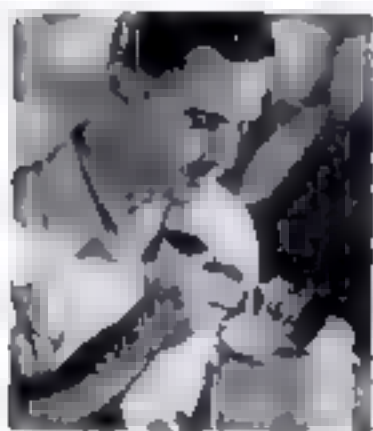


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POINTERS FOR HOME PAINTERS



How to get smoothest jobs ever with wonderful new **NYLON** paint brushes!



Dip only half the length of bristles in paint—on overhead work dip to only one inch. Tap off excess paint. Don't scrape off on edge of can. Nylon brushes hold a full load of paint. They're ideal for nearly all finishes.



To get best results, use a long, steady, even stroke, painting toward the surface already coated. Nylon bristles don't break off, and an independent research laboratory has found that nylon brushes paint smoother.



Use the correct brush for each job. Poking large brushes into small corners causes "fingering" of bristles. Cut in around corners with small brush.



Clean thoroughly. suspend brush on wire in turpentine or linseed oil for storage between jobs. Resting bristles on bottom of can deforms them.

You can get a set of nylon brushes for every type of paint job, from touch-up work to wall and roof painting. They're made by leading manufacturers.

Nylon brushes clean quickly and easily. Work out paint on newspaper clean with thinner, rinse with soap and water comb and wrap for storage.

The next time you paint, try a smooth-pointing, easy-to-clean nylon paint brush. You will never use any other kind. They're sold in paint, hardware and variety stores everywhere in all types and sizes.



BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

AUSTRIAN GOULASH CONTINUED

Just as they were crossing over, the Hungarian in front shrieked to his companion, "Run for our lives!" "The frontier police?" asked the second Hungarian. "No," shouted the other, "a bull!" This story, however, is apocryphal.

The Iron Curtain over the Hungarian frontier is not quite lowered. Odd things get through. Budapest's official Communist daily, *Szabad Nép*, has a large Salzburg readership. This is because, for many subscribers, the *Szabad Nép* is full of surprises. The paper usually opens to disclose a necktie, a pair of panties or part of a dress that a relative in Budapest has planted inside. "There is nothing more exciting than my daily copy of *Szabad Nép*," confessed a Hungarian countess. "In another month I'll have my whole wardrobe."

Hot soccer players

AND, of course, there is the smuggling. There is money in cigars, coffee, penicillin and even uranium. But a good Hungarian soccer player is worth more than any of these. Smuggling Hungarian soccer stars out of Budapest into Salzburg, and then to Italy, is the most profitable racket in Salzburg today. Hungarian players, who are among the best in Europe, are in high demand among Italian teams. The Magyar who sits on top of this trade in Salzburg nets a cool \$40,000 for every Budapest player he deposits over the Brenner Pass. The fury of the Communists when three Vasas players—their prize club—recently showed up in Salzburg en route to Italy, could only be compared to the feelings of Casey Stengel if his entire outfield showed up playing for the Moscow Bears.

The Communists have decreed 10 months in jail for every soccer player caught going AWOL to the West. But this has not kept them at home. Salzburg smuggling circles estimate there is a round million dollars' worth of Hungarian talent on Italian teams today. There are three players still in Budapest that Italian clubs will pay \$200,000 each for. Tragically the Salzburg operators have not been able to get them out.

Compared to soccer-player smuggling, depositing Hungarian girls in Middle East night-clubs is small time. But to the Salzburg Hungarian who has organized the business of getting them there it is a living. ("The soccer and the girl racket are the same deal," he explained. "In both cases you pay for the legs.")

One new Hungarian restaurant in Salzburg, the Sonnen-

CONTINUED ON NEXT PAGE

LESTER Betsy Ross Spinnet

A BEAUTIFUL PIANO WITH MAGNIFICENT TONE



Judge for Yourself . . .

- Ten Year Guarantee
- Laminated Pin Block Cap
- Three Working Pedals
- Scales by Paul M. Zeidler

. . . are but four of the many reasons why the Betsy Ross Spinnet is your best piano buy. Compare this quality piano with others . . . see for yourself why it is America's favorite Spinnet.

Handsomely styled and gracefully proportioned . . . each Betsy Ross Spinnet possesses glorious tone, responsive touch and rich volume . . . each has the full 88 note keyboard.

Look for the Damp-Chaser . . . only Lester offers this remarkable moisture control feature.

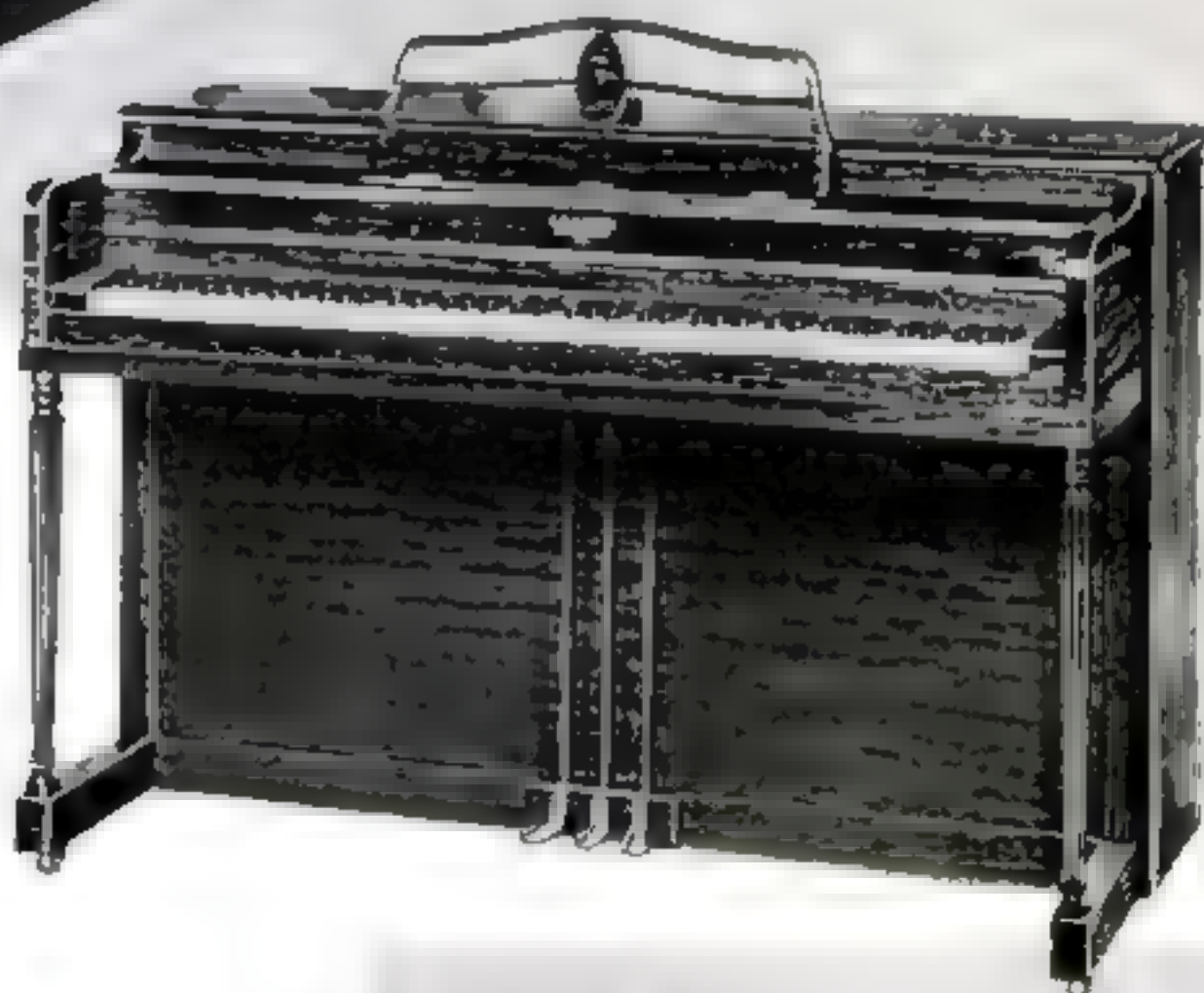
See the latest models now . . . your dealer will arrange convenient terms.

Priced from \$545.00; model pictured \$655.00 f.o.b. Lester, Pa.

Made ONLY by the Lester Piano Manufacturing Company Inc., builders of fine pianos since 1888.



The LESTER GRAND PIANO is the Official Piano of the Philadelphia Orchestra



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Lester Piano Manufacturing Co., Inc., Lester 13, Pa. Send me your 24-page illustrated book showing piano arrangement in the home. (Enclose 10c for postage.)

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LISTERINE TOOTH PASTE "THRIFT-PAK"
Saves you \$3 a year...
get yourself a new hair-do!



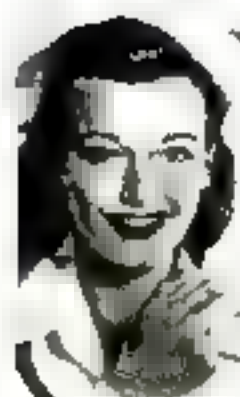
THERE ARE THREE GOOD REASONS why you can buy Listerine Tooth Paste, a top quality dentifrice, at this low price: modern machinery, mass production, and more than 60 years of "know-how"!

As makers of Listerine Antiseptic we don't put our name on any product that isn't "tops." No dentifrice beats Listerine Tooth Paste for (1) reducing tooth decay, (2) polishing, (3) flavor, or (4) cleaning teeth and

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Every time you buy a "Thrift-Pak" (two regular 45¢ tubes for 59¢!) you save yourself 30¢. And you get enough Listerine Tooth Paste to last the average family for a whole month. Within a year you are bound to save as much as \$3.00 or more. Change to Listerine Tooth Paste in the new "Thrift-Pak" today and it's \$3.00 in your pocket to use as you please!

LAMBERT PHARMACAL CO., St. Louis, Mo.



...up to 60% REDUCTION IN TOOTH DECAY!

How much can a dentifrice like Listerine Tooth Paste actually do to cut down tooth decay? Read this new, impartial evidence. Research just completed at a famous university definitely showed that this type of modern dentifrice, used regularly immediately after eating, can reduce cavities as much as 60%.

When it comes to cleaning, no tooth paste... not a single one... beats Listerine Tooth Paste.

AUSTRIAN GOULASH CONTINUED

hof, was established overnight. Waiters, cooks, bar girls and the inevitable gypsy musicians were recruited in one day from the nearest DP barracks. The Hungarian proprietor greets Americans, whatever the time of day, with: "Good evening." ("He learned English for an evening restaurant," a Hungarian explained to me.) The clientele is a cross section of Budapest. There is a chubby, ruddy little man who once owned the Ludlab, a world-famous Budapest restaurant. Then one day he served veal, forbidden at the time by decree, to the Romanian consul. The next day, as punishment, he tended furnaces in the Csepel Island steelworks alongside jeering Communists who, unlike him, wore asbestos suits. He got out fast. The fat but distinguished-appearing man nearby is Count László Esterházy, distant cousin of the violin-playing Paul and a musical man himself. László is continuing his musical career in Salzburg, but the billing, like everything about this "Little Budapest," is incongruous. The count's last appearance on a double bill was advertised: "Borra II, Greatest Pickpocket in the World, will perform. For extra entertainment Count Esterházy will sing Hungarian songs."

Salzburg's Hungarians are all going somewhere. The fact that so many can emigrate under the new U.S. DP Act and IRO program has had a curious effect. The exiled DPs have become the elite of the Salzburg marriage market, replacing even the American GI. Austrian girls report that it takes too long to marry a GI; processing a DP marriage is quicker.

It was in the Sonnenhof on a dull evening recently that a few Hungarians were playing a typically Hungarian game: everyone competes to make the most stupid statement of the evening, and the winner gets a prize. This game went its indolent way until a Hungarian lady, utterly bored, remarked with a deep sigh, "I almost wish I were back in Budapest." All the others exclaimed in unison, "She gets the prize!"



GYPSY VIOLINIST is a sure sign that the Hungarians have arrived.

FEET BURN?



Get FAST RELIEF with this MEDICATED Powder!

No unmedicated powder can relieve your chafed and burning feet as Ammens Powder does!

For Ammens contains three famous medicinal ingredients—gives 3-way medicated skin care: (1) It soothes, relieves and helps heal irritated skin. (2) Its extra softness protects and cushions sore skin, and so promotes healing. (3) Its extra fluffy texture gives cooling relief. For real medicated skin care, get genuine Ammens Medicated Powder at any drug counter today.

FREE trial size can. Write today to Dept. L-901, Bristol-Myers Co., Hillside, N. J. (Offer limited to U.S.A.)



AMMENS
Medicated Powder

RELIEF

from discomfort of

ACID
INDIGESTION
CONSTIPATION
SICK HEADACHE
DULLNESS

due to ordinary sluggishness



Whenever you're headachy, upset, sour because of acid indigestion—take sparkling Eno quick. You'll promptly help neutralize excess stomach acid, ease "full feeling" overnight! When you wake, take

Eno as a quick-acting laxative. It offers positive, yet gentle relief. Used by millions. At all druggists—buy today!

- 1 ANTACID—relieves sourness, gas and heartburn promptly.
- 2 LAXATIVE—to relieve temporary sluggishness quickly, take before breakfast when needed.
- 3 PLEASANT—as a glass of sparkling, bubbly soda water!



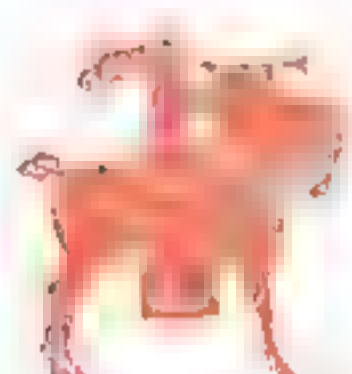
Take
Good-tasting ENO



The suit that *looks* right and *feels* right when you first try it on is most likely the one that will be best for you. A suit that fits will conform to your figure without any strain anywhere, whether you're sitting, standing or stretching. How can you find such a suit? Go to the dealer who sells Hart Schaffner & Marx clothes. He not only wants to find the right suit for you... he is best able to do so. He is able to select from the 253 different combinations of sizes and shapes that we make.

This is the famous Pan American suit in the three-button, patch-pocket model. There are, of course, other models, patterns and colors.

van Hall



HART SCHAFFNER & MARX®

The NEW G-E—World's Finest Washes clothes



**FAMED GENERAL ELECTRIC ACTIVATOR*
WASHING ACTION**—Washes your clothes so
gently—yet so thoroughly.

FAMED GENERAL ELECTRIC HIGH-SPEED SPIN
—Spins at 1110 rpm—no other washer removes
so much water, spins clothes so flimsy-light.
Many pieces ready to iron in one.

SMALL-LOAD SELECTOR SAVES WATER—A
flip of the finger, and you use less water on
small loads.

OVERFLOW RINSE TAKES OUT DIRT—Marvel-
ous new feature floats soap suds and dirt up

and out of clothes—and down to drain.

5-YEAR PROTECTION PLAN IN WRITING—
Includes 1-year warranty on the entire washer—
plus additional 4-year protection on sealed in-
ner drum—on washer used for household use.

COMPLETELY AUTOMATIC First Automatic
Washer with Completely Sealed Mechanism
including Motor Unit • No Oiling • Water
Temperature Selector • Automatic Soap Dis-
penser • Portable • No Bodily Drain •
Convenient Top Opening • and 78 OTHER
GREAT FEATURES *R. A. S. P. Co.



Automatic Washer...

really clean...spins clothes drier than any other washer

HERE'S WHY G-E WASHED CLOTHES ARE REALLY CLEAN!

*Clean,
sweet-smelling
clothes that feel
so fluffy-dry!*



Clothes that come out of an ordinary washer soggy and dripping can't be clean, because of rinse water left in them. Some dirt stays when the water evaporates.



The new G-E Automatic Washer removes up to 2 QUARTS more water from an average load of clothes than other washers. G.E.'s High-speed Spin does it!



That means less soil left in clothes—really clean, bright clothes—and clothes that actually feel fluffy-dry. Clothes are so dry, you can iron many pieces—at once.

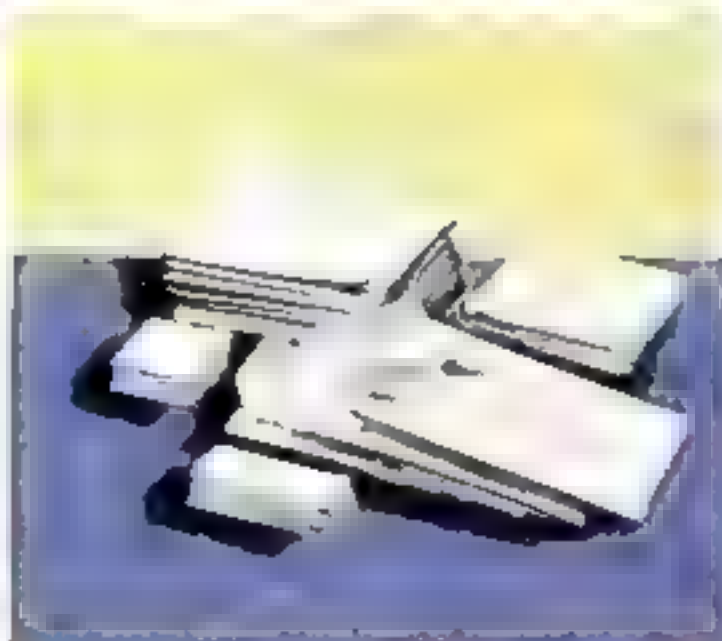
PIECE-BY-PIECE WASHING ACTION SUITED TO YOUR WASH!



Your fine, dainty things get lots of loving care. Famed Activator Washing Action dips, flexes, and gently cleanses each piece individually—just as in hand washing.



Heavily soiled clothes get a thorough washing! Activator Washing Action passes them again and again through 3 zones of washing action—vigorous, medium, light.



You'll have the cleanest wash ever with your new G-E. If you've been waiting to be SURE of the best, now is the time to buy! General Electric Company, Bridgeport 2, Connecticut.

*Get a
complete
demonstration*

Let your General Electric dealer show you the World's Finest Automatic Washer today!

You can put your confidence in—

GENERAL

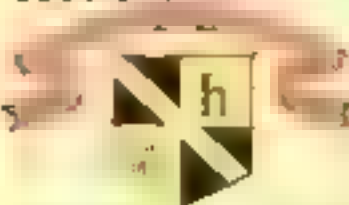


ELECTRIC

Discover— what **KROEHLER** sectional furniture can do for your living room!



KROEHLER



HOME FASHION TIME, Sept. 21-30
"Enjoy Living at Home"

Your living room can be more attractive and easy to furnish if you use Kroehler re-arrangeable sectional furniture. It does away with waste space . . . makes every inch of your room more livable . . . gives you extra seating . . . fits in any shaped room, regardless of door and window openings. Buy the individual pieces you need in your choice of new colors. Only Kroehler Furniture is Cushionized®. See your Kroehler dealer today.

WORLD'S LARGEST FURNITURE MANUFACTURER

KROEHLER Furniture

(Say KRAY LER)

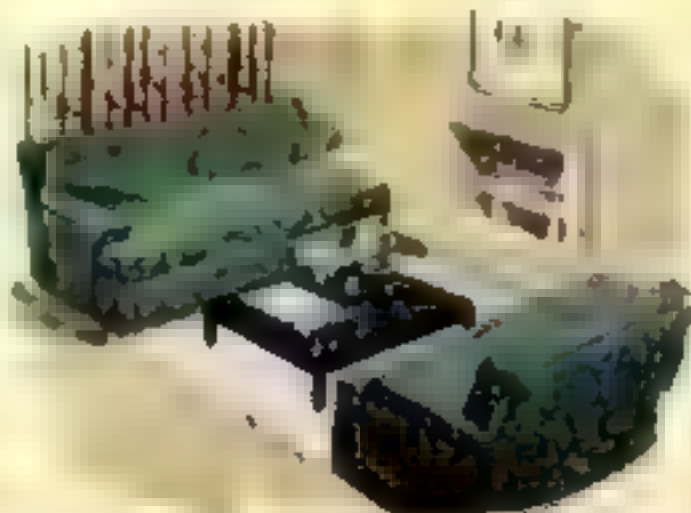
Kroehler Mfg. Co., 666 Lake Shore Drive, Chicago, Ill.

Reg. U.S. Pat. Off.

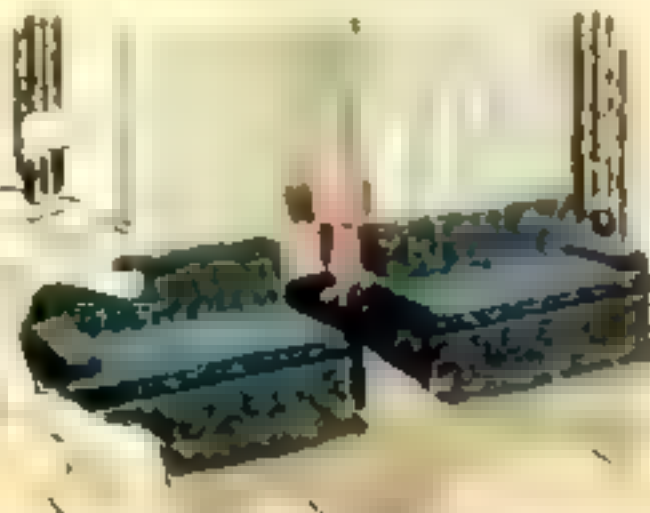
CORNER ARRANGEMENT



FIRESIDE GROUPING



WINDOW GROUPING



LONG WALL ARRANGEMENT



LIFE

Vol. 29, No. 11

REG. U.S. PAT. OFF.

September 11, 1950

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LIFE'S COVER

The evening ensemble on this week's cover illustrates the new, casual elegance in this fall's American fashions (pp. 183-186). The loose, short coat, worn over a slim sheath, is luxurious mink-trimmed blond satin, copied from an English schoolboy's jacket. It has masculine tailored raglan sleeves, a fly front and big patch pockets (Anthony Blotta; dress, \$150; coat, \$225). The young lady who wears it is Peggy Wilcox, 24. Her modeling career began this summer when an agent spotted her having a beer with her husband, a New York Daily Mirror rewrite man, at a Third Avenue bar—the same bar where, three years ago, Peggy had met her husband.

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources, credit is recorded picture by picture (left to right, top to bottom) and line by line (lines separated by dashes) unless otherwise specified.

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ABBREVIATIONS: BOT., BOTTOM; CEN., CENTER; EXC., EXCEPT; LT., LEFT; RT., RIGHT; T., TOP; A.P., ASSOCIATED PRESS; INT., INTERNATIONAL; W.W., WIDE WORLD. THE ASSOCIATED PRESS IS EXCLUSIVELY ENTITLED TO THE REPRODUCTION WITHIN THE U.S. OF THE PICTURES HEREIN ORIGINATED BY LIFE OR OBTAINED FROM THE ASSOCIATED PRESS.

A NEW BETTY GRABLE MAKES 'MY BLUE HEAVEN' WONDERFUL!



BETTY GRABLE AND DAN DAILEY, as America's TV sweethearts, make MY BLUE HEAVEN a delightful departure in Technicolor musical entertainment. "Don't Rock the Boat, Dear," one of the show's top numbers, presents a fresh angle on love.



BABIES COME AND COO, as Betty and Dan try to accumulate family by adoption. Ensuing events, with ebullient David Wayne, Jane Wyatt, Mitzi Gaynor, are rich with warmth and humor, from screenplay by Lamar Trotti and Claude Binyon.



SOUTH SEA GLAMOUR of a famous Broadway hit is hilariously lampooned in spectacular number, "The Friendly Islands." Twentieth Century-Fox's MY BLUE HEAVEN, TECHNICOLOR, was produced by Sol C. Siegel, directed by Henry Koster.


Newest, most economical way to buy frying chicken— **THE BIRDS EYE EXACT-WEIGHT WAY!**

"TAKES THE
GUESSWORK
OUT OF
CHICKEN
BUYING!"



*Birds Eye Frying Chicken
now comes in 3 exact weights
(weight shows on the carton)*

FOR  2LB.-6OZ. SIZE

FOR  2LB.-2OZ. SIZE

FOR  1LB.-14OZ. SIZE



3 CHEERS FOR
BIRDS EYE! NOW YOU
CAN BUY EXACTLY
AS MUCH CHICKEN
AS YOU NEED AND
USE EVERY BIT
YOU BUY!



No more wasteful chicken buying! No more guessing what size fryer you need for three, or four or five! No more skimpy-serving one week and plate-loading the next!

The Birds Eye *exact-weight* way of buying fryers is here! Every Birds Eye carton has the exact weight printed on the carton for you to see.

All you do is count mouths, then

buy the size Birds Eye Frying Chicken that exactly serves that many mouths.

Birds Eye Fryers are top-quality birds. Fine-grained, juicy, extra-meaty! Always the same. Come cleaned, cut up, ready to fry. No waste!

Try one today. If Birds Eye isn't the best frying chicken you ever ate, your money back!

Product of General Foods



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BIRDS EYE-BOUND TO BE BETTER!



SHOT AT BY REDS WHILE FILLING CANTEEN IN NEARBY STREAM, SOLDIER OF 27th RACES TO GET HIS RIFLE WHICH HE SHOULD NEVER HAVE LEFT BEHIND

THE PERIPATETIC 27TH

IT IS EXHIBIT "A" OF THE U.S. DEFENSE EFFORT IN KOREA

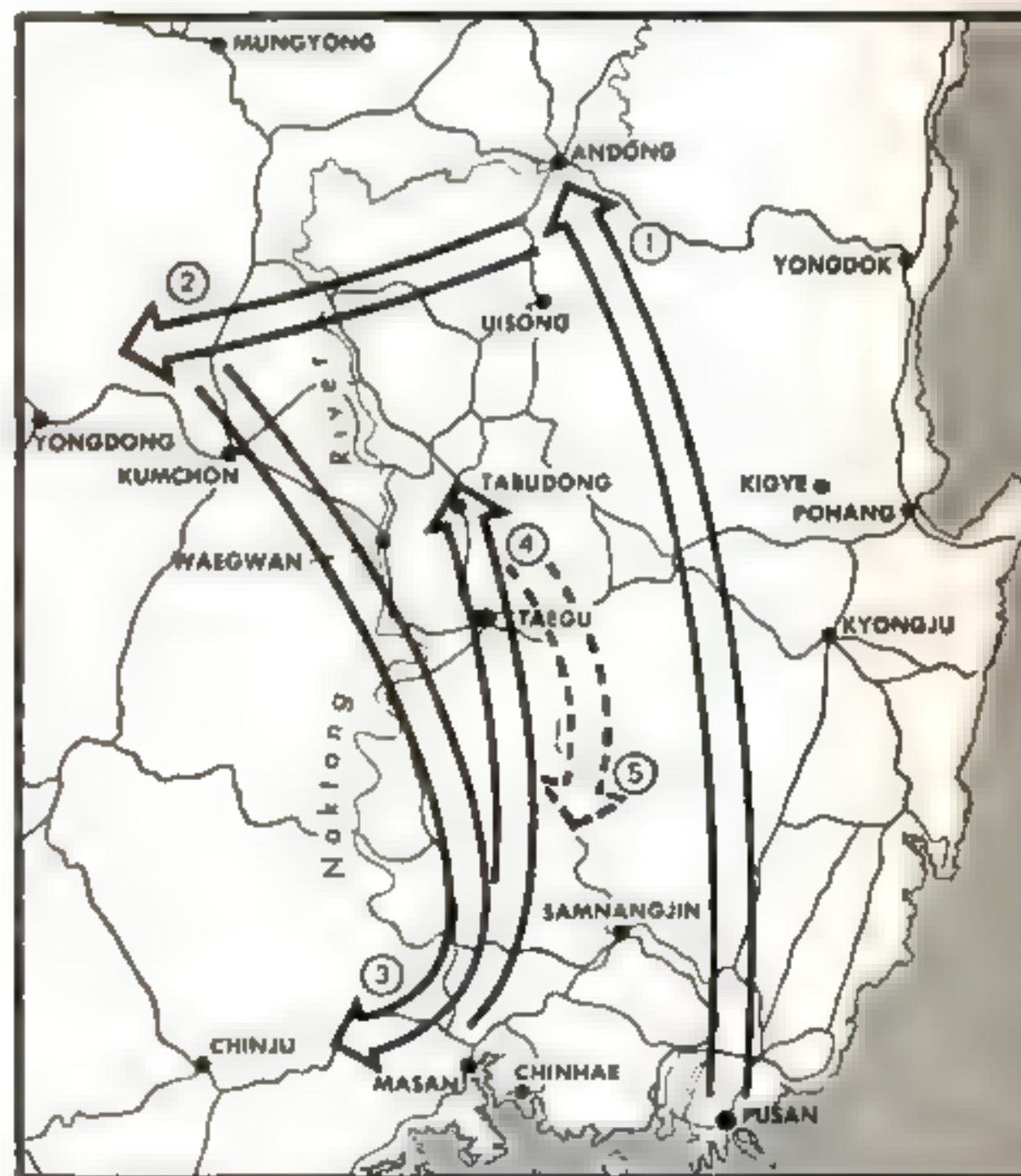
PHOTOGRAPHED FOR LIFE BY H. G. WALKER

From the Korean village of Ch'ong'yong, a dirt road winds south through a green valley. Down this road on August 20 the North Korean II Corps mounted the most intensive Red effort of the war to take the city of Taegu. Tactically, the road was the most favorable place for the Reds to strike, as it ran directly between the 1st and 6th South Korean Divisions. To fill the crucial gap, General Walton Walker called on an infantry regiment which, along with the 1st Marine Brigade, had won a reputation as the finest fighting machine in Korea.

Commanded by Colonel "Mike" Michaelis (LIFE, Aug. 21) the 27th "Wolfhound" Regiment had been used time and again to man the critical points in the U.N. perimeter (*map at right*). Its use is the outstanding example of the Eighth Army's fluid, mobile defense against the enemy's greater numbers. Coming from Masan, 80 miles away, the 27th dug in 5,000 yards from Ch'ong'yong, with Captain Martin Merchant's F Company astride the road. The Reds, attacking at night, slammed armor and infantry down the dirt road, pounded shells into the hills with a staccato of explosions that

prompted one member of F company to name the road the "Bowling Alley." After four assaults had failed, the Reds tried another tactic. They occupied the ridges on the right flank of the 27th which the South Koreans, meanwhile, had failed to protect. They poured mortar fire into the rear of the 27th. Michaelis held firm. The Reds massed for an all-out night assault. As they were massing, seven B-26s unexpectedly appeared overhead looking around for a target. Michaelis called them in, and 44,000 pounds of bombs thundered onto the concentration of North Koreans. The Red attack came, but it was easily beaten off. In the daylight hours that followed, Michaelis sent patrols up the Bowling Alley, which stank with gunpowder and dead Koreans. They took prisoners, counted 12 Red tanks and six self-propelled guns destroyed. Then the 27th was pulled out for a rest.

Not for long. Last week as the Reds attacked in the south and southwest, the 27th Regiment was ordered into the fighting around Masan. At first the U.S. lines gave, but they snapped back and by the end of the week seemed to have broken the biggest Red offensive of the war.



EXPLOITS OF 27th, after landing at Pusan July 10, began at Andong (1) where it fought skirmishing action for five days. Then it was sent west to vicinity of Yongdong (2) where it engaged in grueling delaying action while U.S. troops withdrew to Taegu. From there it went south, participated in offensive on Chinju (3) from which it was withdrawn to go north again to "Bowling Alley" (4). The 27th's latest orders have sent it back to the southern sector (5).



F COMPANY'S BOSS, Captain Merchant, watches patrol (below) as radioman talks to patrol over walkie-talkie.



U.S. FIGHTER, supporting the 27th, dives toward enemy at far end of valley.



COLONEL MICHAELIS, seated outside the entrance to his command post, pauses during his chow to take a report.



F COMPANY PATROL, with a Pershing tank, starts up "Bowling Alley" to reconnoiter Ch'ong'yong. A screen of scouts has been thrown out ahead while

main body of patrol advances past disabled Red gun. In foreground a machine-gun squad moves up prepared to go into action in support of the forward units.



MACHINE-GUN CREW dug in on F Company line fires burst across valley.



BADLY WOUNDED MEDIC is given water while man in background cuts clothing from his wounds. Trapped by

the Reds while helping a wounded machine gunner, he had been shot and left for dead until Americans rescued him.



RED PRISONERS are marched past knocked-out T-34 which marks high-water point of their attacks.

Intelligence officers hoped for one prisoner to interrogate but got 11, a big bag for an action like this.



OPEN-AIR SHOWER is a luxury for the 27th's men, most of whom have not had their clothes off

for 10 days. Portable shower units were set up so they could use water pumped from a nearby creek.



SLEEPING SOLDIER keeps his automatic rifle handy even in the "rest area." Like the veterans

that they have become, the soldiers in background have dug their holes before starting their poker game.



EVEN COLONEL MICHAELIS AIRS HIS TIRED FEET

48-HOUR REST MEANS SHOWERS AND MEDALS

With the Battle of "Bowling Alley" won, the 27th was pulled off the line for a 48-hour rest. In a shadeless, nearly dry creek bed Michaelis' men enjoyed showers, clean clothes, a good sleep.

Here LIFE Photographer Walker came upon four of the First Battalion's best noncoms (opposite page). They had been summoned to a headquarters and were standing around uneasily, wondering what was up. Then the C.O. came out of his tent and said they had been recommended for the Silver Star, the Army's third ranking combat decoration. Walker tells what the four had done:

"Sergeant Bemis in action near Yongdong found his heavy weapons section attached to a forward rifle company. Heavy enemy attacks isolated them and with all the officers dead or wounded, Bemis assumed command. Under heavy fire he collected the wounded and then he and his men fought their way back to the regiment."

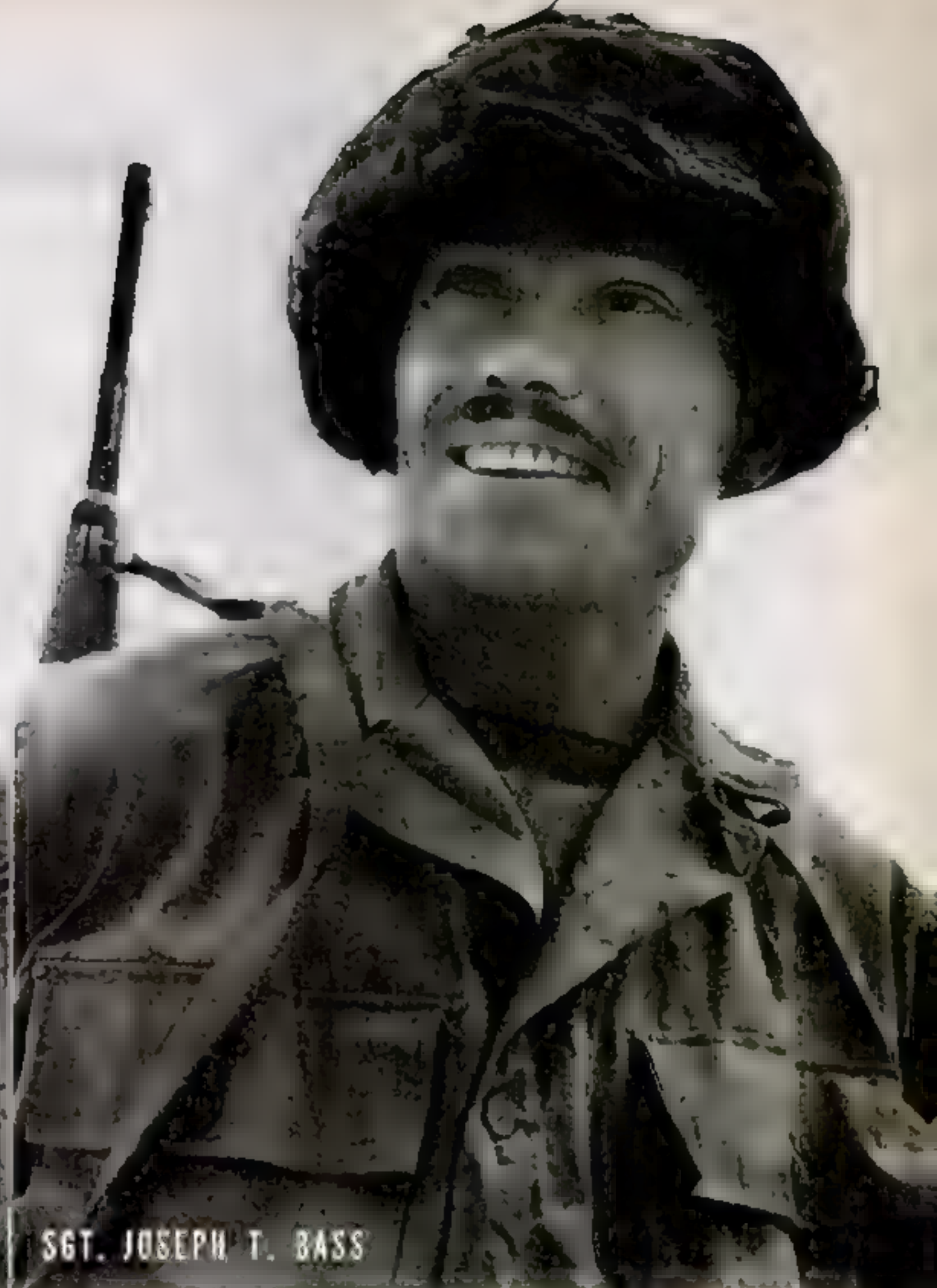
"Sergeant Bass was near the regimental command post and Chindong when it was attacked. The Reds got within 75 yards. Bass on his own initiative took a 20-man patrol and went 500 yards behind the enemy. Bass alone killed 10 men and his patrol's action wiped out the threat to the CP. 'I don't know,' said Sergeant Bass, 'I didn't do anything unusual.'"

"Mess Sergeant Rogers while preparing hot chow found himself and his pots and pans attacked from the rear. He and one of his helpers dove for a .50-caliber machine gun. When they ran out of ammunition, Rogers went 50 yards under fire for more. When his buddy was killed, Rogers picked up the gun and chased off a platoon of Reds in that terrible sort of rage which mess sergeants usually reserve for KPs who put too much salt in the potatoes."

Sergeant Lederer told Walker his own story — "I guess I got excited. I got to the top of the ridge (near Yongdong) and saw this gook in his hole. I tried to bayonet him but it wouldn't go in, so I grabbed his rifle and stuck him with his own bayonet. I suddenly realized I was up there all by myself so I went down, collected the squad and we secured the ridge. We held out until next morning. That was a long time in those days."



SGT. ROBERT V. BEMIS




SGT. JOSEPH T. BASS



SGT. ARTHUR ROGERS



SGT. HAROLD LEDERER



PICTURE OF THE WEEK

ELECTRIFIED LANDSCAPE

When a thunderstorm bore down on Oakes, N. Dak., J. W. Enger, a fuel and feed dealer and amateur photographer, hustled out to nearby Bear Creek, hoping to get a lightning picture. When he stopped on a bridge over the creek it was 8.30 p.m. and pitch dark except for



lightning playing fitfully over the clouds. He set up his Speed Graphic, with the aperture set at f.11, and opened the shutter for a time exposure. A moment later three giant bolts of lightning struck ahead of him and a fourth exploded at his rear, close enough to blow dust on the

camera. One bolt ran along a wire fence, making the streaks of light in the center foreground as it jumped gaps in the wire. The frightened Eger closed his shutter and "got out of there fast" with this remarkable picture of the heavens unleashing their fury on the electrified earth.

БОГАТЫЙ ФЕРМЕР ИЗ ШТАТА ИНДИАНЫ—OR A RICH FARMER FROM THE STATE OF INDIANA

ЛИТЕРАТУРНАЯ
ОБЩЕСТВЕННАЯ ГАЗЕТА

На фронте и в тылу

Вчера я разговаривал с военнопленным американцем по имени Поль Сандерс, двенадцатилетним сыном богатого фермера из штата Индиана.

The above clipping, from the Soviet *Literary Gazette*, is part of an article written by a Communist war correspondent in Korea. "Yesterday I had a talk with an American prisoner of war named Paul Sanders, 25-year-old son of a rich farmer from the state of Indiana," wrote the correspondent. "I asked him how it happened that he got to Korea. 'Orders,' blurted the gangster gloomily.

"These American SS, these dimly brained fellows from some Indiana or Oklahoma who believed

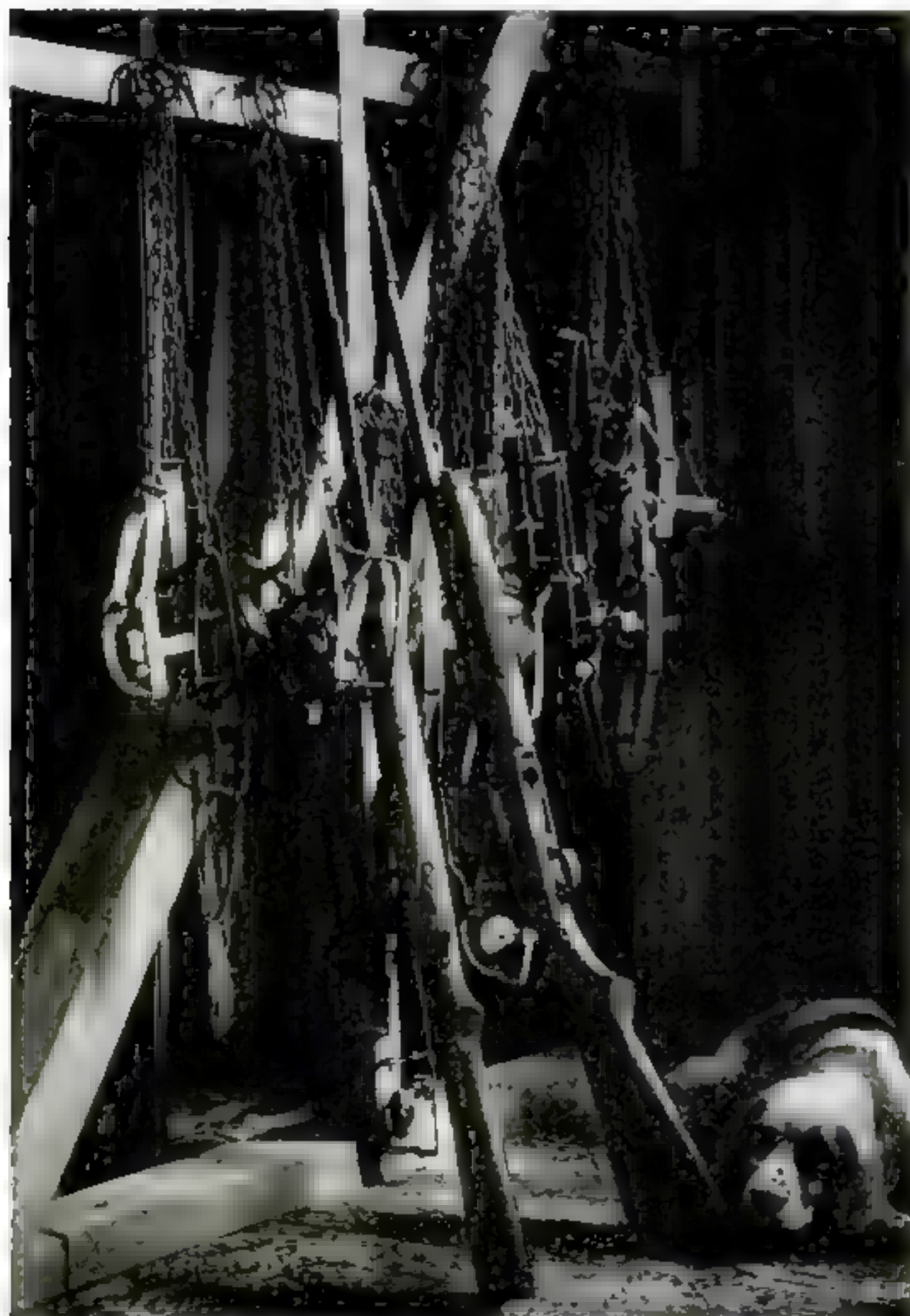
themselves to be 'supermen' [but] are now cowardly justifying themselves by 'orders.'"

Last week *LIFE* went to Shoals, Ind. (pop. 1,037) to find rich Farmer John Sanders and inquire about his gangster son, Paul Robert, known at home as "Bob." It was early morning, and Sanders, 58, an arrant capitalist who owns 51 acres of poor farmland and has neither electricity nor a telephone, was trudging half a mile to the spring to fetch a bucket of drinking water. He talked about his boy—one of seven children, all of whom were born in a log cabin on the farm. "He liked to hunt squirrels and rabbits. Sometimes he stayed up all night catching catfish in the White River. Finished three years in high school, was sending home \$40 a month to help us build a new house (below, right). He expected to retire from the Army when he was 37, come home and spend the rest of his life hunting, fishing and trapping."

"If I had a rifle and I were in Korea," said Sanders, "I'd show them how poor I am." His wife said, "Now, John . . ." and soon the two began to pray for the typical Indiana gangster son they had reared.



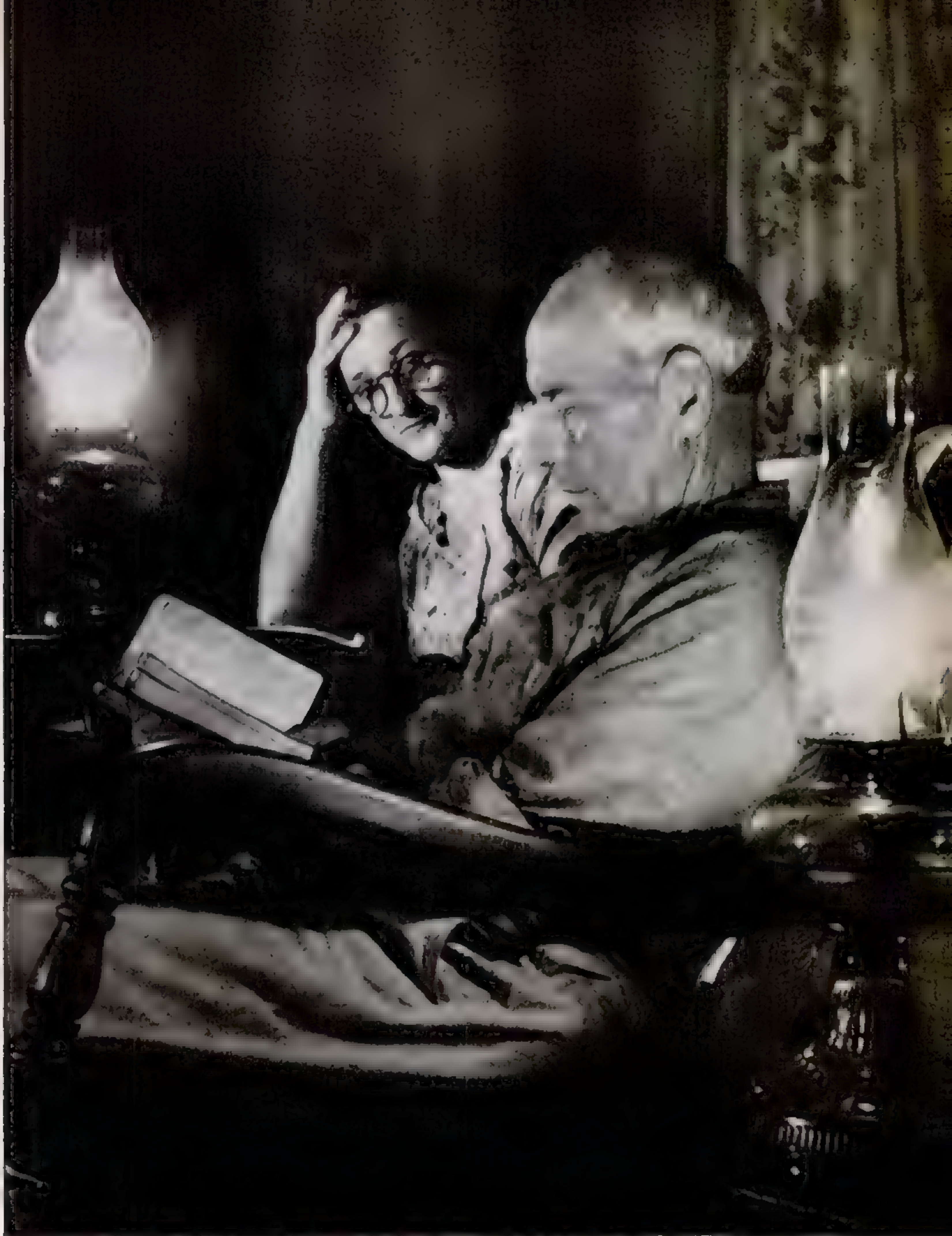
"TYPICAL GANGSTER" Bob Sanders looked like this at 17 while in high school.



BOB'S GUNS AND TRAPS, watched over by dog, are preserved by his parents. "We haven't a dime in the bank," said his father, "but I wouldn't sell those."



THE NEW HOUSE, which replaced their baronial log cabin, was built by Mr. and Mrs. Sanders, who sawed the planks and timbers from logs in their sawmill.



READING THEIR BIBLE, Farmer John Sanders and his wife sit in their parlor beside the kerosene lamps that provide the only light in the house. When the

pastor of the Shoals Christian Church came out to the farm to tell them that he would ask his parishioners to pray for their son, both the Sanders burst into tears.



ROK COMMANDER, Colonel Paik In Yup, eats as he studies battle map with U.S. adviser, Lieut. Colonel Franklyn Paris, before the drive against Hill 626.

THE DURABLE ROKS

South Korea's troops show guts and shortcomings in an unsuccessful attack on Red-held Hill 626

by DAVID DOUGLAS DUNCAN

Early in the war the troops of the Republic of Korea seemed to disintegrate as the Red juggernaut rolled. Then as the GIs arrived, they were at first considered a nuisance. But the Rok (for Republic of Korea) army was more durable than anybody thought. Some South Koreans are being recruited into U.S. divisions. Here LIFE's David Douglas Duncan tells how one Rok regiment did in action last week.

Dug in beside a brook, deep in the mud, were gun crews of the Republic of Korea's 17th Regiment, best outfit in the Rok Army. Early in the war, brilliant young Colonel Paik In Yup led the 17th in a counterattack that actually carried across the 38th Parallel. Surrounded, the unit fought southward to join the U.N. forces. Now Colonel Paik (above), who had been promoted to command of the Rok Capital Division, had directed the 17th to take a mountain near P'ohang. The artillerymen aimed 75s toward the peak of the mountain, which maps identified as Hill 626 since it is 626 meters high. It is a scrub-covered horseshoe, the prongs of which curve down across the valley. When I arrived on the second day of the attack, the Communists held the peak and the pillbox which dominated it. The 17th had been reporting glowing successes, and that very day had sent back word that 282 counted enemy dead had fallen on the mountain.

Actually the attack was over a day behind schedule, and no live South Koreans were within 1,000 yards of the peak. I went forward on a flanking ridge with Lieut. Colonel Franklyn Paris, a member of the Korean Military Advisory Group, who are under strict instructions from U.S. Headquarters to give advice but not orders. To our surprise and delight the attack was starting to roll. Rok troops were flitting through the scrub timber far below. Then just before noon, as the South Koreans neared the almost barren knob, the mountain top was hit with everything but lightning. Our artillery and mortars dropped shells right along the crest of the enemy peak. Machine gunners all along our ridge sent out piercing fire, which was easy to follow as their tracers whipped across the ravine.

Then enemy mortars opened up. At first the Roks tried to continue upward but the Reds shortened range and rained fire right down on their heads. The Roks withdrew slightly to dig in, and the explosions died away.

I cut down from our flanking ridge to cross the ravine and climb Hill 626 just behind the dug-in South Koreans. Several times I passed peasant carriers bending under loads of rifles dropped by wounded. I had begun wondering where all of the reported 282 enemy dead were when machine guns opened up just ahead. For the next half hour I was pinned down



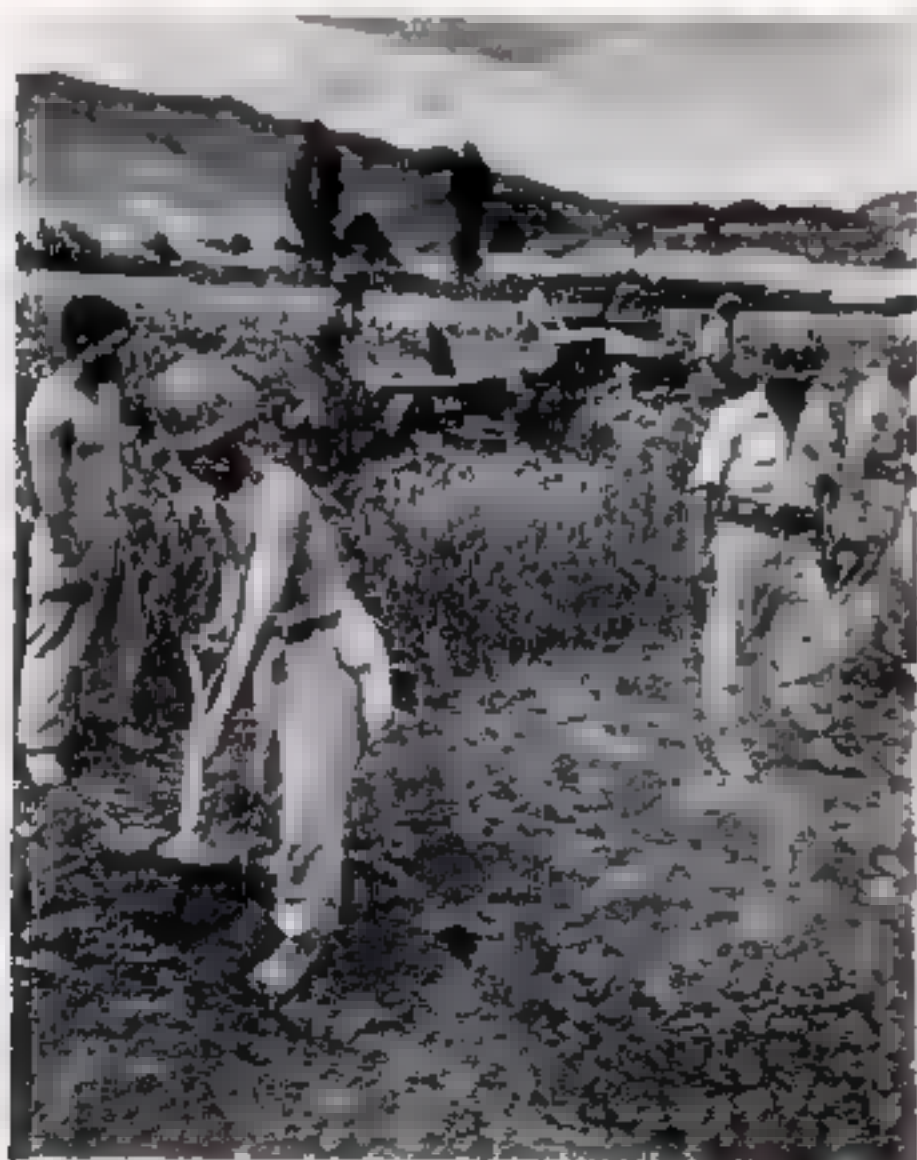
WINDING IN STOLID PROCESSION UP A SLOPE THAT LEADS TO HILL 626, SOUTH



ROK SUPPLY TRUCKS scrape sides as they squeeze past each other on narrow road near P'ohang. Military traffic control is rarely practiced in Rok army.



KOREAN PEASANTS HELP SOLDIERS OF THE SOUTH KOREAN ARMY MOVE MORTAR SHELLS TO THE BATTLE FRONT WHILE SAD-FACED WOMEN WATCH THEM



DIGGING antitank gun emplacement, artillerymen prepare for attack on Hill 626 (left background).



MORTAR VICTIM lies with shattered leg where Red fire stopped him. Another Rok tries to assist.



CHOW TIME comes during a lull in battle. Rok's have their special rations—rice wrapped in seaweed.



CAPTIVES OF THE 17TH ROK REGIMENT. THESE SURLY NORTH KOREANS SIT AND WAIT FOR TRANSPORT TO PRISON CAMPS

The Roks CONTINUED

between two boulders. Choked cries came from up the ridge. As soon as the barrage lifted I again plowed forward through the brush.

The first Rok I found lay flat on his back, his left leg and thigh shattered. Two of his buddies pulled themselves out of the undergrowth and set about to improvise a crude litter of saplings and woven vines. Food carriers on their way to the troops ahead stepped carefully around the little group without a word. I followed them and came upon another soldier with a crushed ankle who was leaning against the trail wall in voiceless agony, while his buddy ate his rice ration and waited for someone to help carry the wounded man back to the aid station far below.

Considering the number of shells dropped into the area, there had been relatively few casualties, probably not over a dozen. Of the reported 282 enemy dead along those slopes I saw not one. At the forward positions, where the Rok enlisted men were casually receiving their evening rice, less than 100 yards from the enemy pillbox, there was no sound but that of eating. Even more curious was the fact that among those men I saw only two canteens, and I wondered how they survived the midday heat.

It was nearly dusk when I headed down the mountain to the aid station, which was now deserted. Earlier two mortar shells had fallen in a

nearby village which housed the battalion command post. The Rok commanding officer hastily ordered the area evacuated and moved his CP more than a mile back along the road. Now the wounded had an additional heartbreaking mile to walk, or crawl, before receiving medical care.

I went back to divisional headquarters at Kigye where the atmosphere was poisonous. The division commander, Colonel Paik, was ripping the hides off his staff. It was bad enough that his officers should have tried to conceal the breakdown of the attack. But the fact that they had left the wounded of his beloved 17th Regiment on the heights of Hill 626 seemed to drive the thrice-wounded colonel into a chilling fury. When he swung his bandaged right hand toward the door that small group of frozen-faced men shot out into the night and roared up the road toward the front.

It was a chewing-out performance that I will remember a long time—but not as long as I will remember an incident earlier in the day. Across the ravine from Hill 626 I came upon two medics bandaging a taut-faced peasant woman who had ignored the Army's warning and stayed on her land. A Communist shell had driven fragments into her head. As the medics probed for pieces of steel, her infant son nursed for his breakfast (*opposite page*). Then a neighbor approached and mumbled a few words. Her head flew back and her eyes filled with anguish. She had been told that her other son had just died of wounds suffered in the same shellburst.



AMMO CARRIER returning from the front carries wounded Rok back for aid.



AT BATTALION CP a Rok officer lies flat while orderly gives him massage, which Orientals love. U.S. Captain Ray Kepfinger (*left*) is impatient.



FIRING AT HILL, Rok artillerymen send 75 mm shells into enemy-held ridge.



IDEALS AND ACTION

THE U.S. MUST WORK TO REACH THE GOALS SET BY THE PRESIDENT

NO PRIVATE CENSORS

As everyone knows, this page is agin Communism. It's agin the phony Stockholm peace appeal which the Communists have been circulating. It's agin letting Commies get away with masking themselves as "liberals." But it's also in favor of a sense of humor, and it doesn't like the dourly Ku Kluxish turn which the campaign against Communism has recently taken in some quarters.

Specifically we object to the fact that Actress Jean Muir was kicked off the television version of *The Aldrich Family* show without even being given a chance to explain her reported connection with certain fellow traveler, "innocent front" organizations. (We don't approve of gullibility, but we don't like to see it equated with subversion or treason in advance of a hearing.) And just as specifically, if not more so, we don't like the private censorship that has resulted in the withdrawal, by RCA Victor and Columbia Records, Inc., of a "talking blues number" called *Old Man Atom*, presumably on receipt of complaints that it "parrots" the current Communist line on peace. The song happens to have been written five years ago, by a Los Angeles newspaperman named Vern Partlow, before there was any Communist "peace offensive." Here's the way a stanza goes:

*The answer to it all ain't military datum,
Like who gets there fustest with the most-
est atoms,
No, the people of the world must decide
their fate,
They gotta get together or—disintegrate
We hold this truth to be self-evident—
That all men may be cremated equal.

That's what practically everybody was saying about the atom bomb in 1946. It is not in line with the latest military views of the atom bomb's effectiveness, but that's no reason why any private group of censors should be allowed to keep the rest of the U.S. people from buying or refusing to buy a recording of *Old Man Atom*, as they choose.

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WHAT'S GOOKING?

Following out a command from General MacArthur, General Walton Walker recently put a number of South Korean soldiers straight into American infantry companies alongside Americans. After a few days in integrated action the South Koreans serving with the GIs were referring to North Koreans as "goddam gooks."

Anything can happen in Korea.

President Harry Truman's "Report to the Nation" on the Korean war was more than a "report"; it was also a vigorous affirmation of American principles, particularly as they relate to the conduct of U.S. foreign policy. What Harry Truman said, in effect, was that the terms of the American proposition, which stresses individual freedom under law, are good for the world; and the foreign policy of the U.S. is to uphold them whenever and wherever it can. As the President put it, "Against the futile and tragic course of dictatorship, we uphold, for all people, the way of freedom—the way of mutual cooperation and international peace. We assert that mankind can find progress and advancement along the path of peace."

In the course of upholding its principles the U.S. finds itself fighting against depredation in Korea. Is Asia threatened by our action? If anyone thinks so, let him remember that our principles led us to help the Philippine Islands to establish their independence. No nation in Asia (or elsewhere) need fear U.S. "imperialism," for such imperialism is nonexistent. Soviet imperialism, on the other hand, is an obvious fact. As the President said, "Russia has never voluntarily given up any territory it has acquired in the Far East; it has never given independence to any people who have fallen under its control."

In asserting American democratic idealism and applying it to foreign policy, Truman laid down a series of "aims and hopes" which all Americans can accept (p. 68).

It is quite in keeping with the American proposition for Mr. Truman to say that the U.S. has pledged itself to seek peace and security through the U.N.; that we believe the people of Korea should be free and have no ulterior designs on their country; that we trust the Korean war can be successfully limited; that we are the friends of the Chinese people and hope they will not be misled into imperialist ventures in Korea; that we believe the problem of Formosa should be settled by international action; that we do not believe in preventive or aggressive war; that we want peace and freedom—and a correlative prosperity—for all the peoples of the world. In listing the U.S. "aims and hopes," Harry Truman has spoken as the President of a whole nation, not as the leader of a party.

After the "preventive war" speech of Secretary of the Navy Matthews and its official repudiation, after the furor kicked up by the withdrawal of the MacArthur statement on the strategical value of Formosa, the U.S. was entitled to a detailed clarification of Administration policy. The President has provided just such a clarification.

The clarification is distinctively American in the way it runs to an assertion of general truths. It is also distinctively American in its evidence of our great national failing, which is to mistake the word for the deed up to the very point where crisis is breathing down our necks. Americans are for freedom in the world, and they are perfectly willing

to do the easy things to promote such freedom. They have been lavish with loans, prolific of advice; and, as President Truman has pointed out, again in detail, they have opposed the spread of Communism by quite ponderable action in Greece, Turkey and elsewhere. They have taxed themselves to support ECA, they have joined in the North Atlantic Pact.

Despite their record of good intentions, however, Americans have not always followed through with the action needed to make the defense of the West a realistic possibility. Although called—or miscalled—a pragmatic people, they have yet to do the pragmatic things necessary to defend the general principles to which we are all committed. Like most Americans, President Truman doesn't like to dwell on shortcomings. He is not a Winston Churchill, willing to derive courage from confronting the dark and awful record of the past. He has listed the successes of the Cold War; but he has almost pointedly omitted any reference to its failures. We can be glad for the successes, but the failures (the loss of China and Eastern Europe to Communism) must be mentioned if we are correctly to gauge the magnitude of the problem we face. "In Western Europe alone," says Harry Truman, "there are over 200 million people. Next to ours, their industry is the world's greatest workshop. They are joining with us to develop collective forces for mutual defense. . . ."

In speaking thus, the President has unavoidably given the impression that Western Europe and the U.S. are vigorously tackling the problem of arming themselves against the possibility of attack from the practically inexhaustible pool of manpower that exists in Soviet Russia and in its band of satellite nations. But there is no such vigorous action. The Red armies could walk from the Elbe to the English Channel in six weeks. And if they wanted to hump themselves, they could do it in six days.

That was the situation three years ago.

That was the situation two years ago.

That was the situation one year ago.

That is the situation today.

Proof of adequate action to keep Communism from winning in a six-week walk would be 50 or more European divisions armed and ready to fight, plus 10 additional U.S. divisions garrisoned in Germany or elsewhere on Continental soil. When will these divisions be ready? When will France move to deal vigorously with the menace of the huge French Communist party? When will the U.S. develop an Asiatic policy which is capable of troubling Stalin on two fronts if he should attack in Europe? These questions are left unanswered by Mr. Truman's speech.

The speech was so admirable in general, however, that it would be captious to close on a belittling note. President Harry Truman has sternly warned the would-be aggressors of 1950 that it will not pay to underestimate either the resources of the U.S. or its will to remain free in a free world. Can anyone doubt that he is right?

4 ways TO BUILD LUNCHES AMERICA LIKES BEST

Soup plays star role in America's lunches—says a nation-wide survey!

Every day, one out of every four families in America, 27 million people, eat soup for lunch—says the survey. Here are the four types of soup lunch they prefer. Try them — for delicious eating and sound nourishment.



Lunch 1
SOUP AND DESSERT

Campbell's Vegetable Soup
—with all its different garden
vegetables and good beef stock.
Crisp Crackers Cherry Cobbler
Milk



Lunch 2
SOUP AND SANDWICH

Campbell's Cream of Mushroom Soup
—made with whipping cream
and fine cultivated mushrooms
Tongue and Lettuce Sandwich
Radishes and Carrot Sticks Coffee



Lunch 3
**SOUP, SANDWICH
AND DESSERT**

Campbell's Tomato Soup
—made with the world's finest
tomatoes, creamery butter
Bacon and Peanut Butter Sandwich
Lemon Gelatin Cocoa



Lunch 4
SOUP AND SALAD

Campbell's Green Pea Soup
—a purée of sweet, tender peas,
fine table butter, seasoning.
Cheese Sticks Fresh Fruit Salad Tea

Campbell's SOUPS

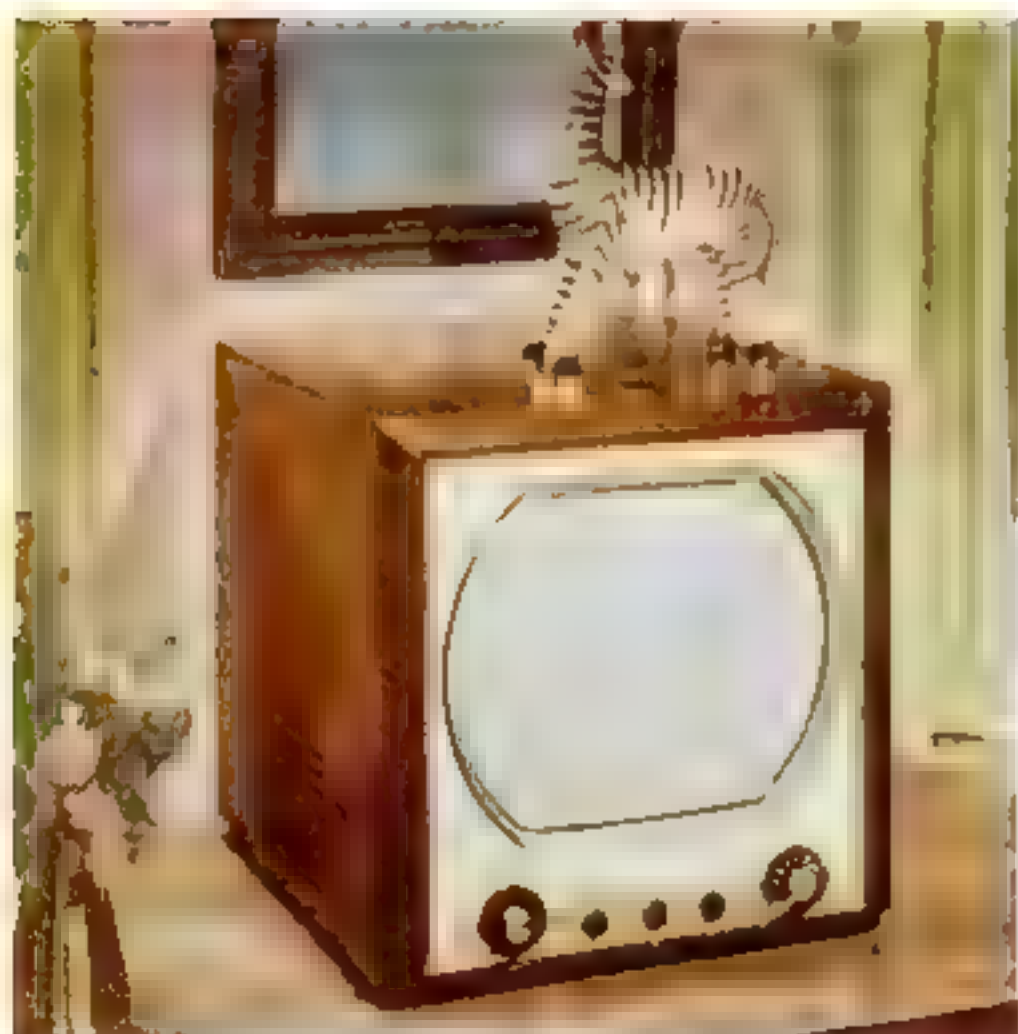
Another sensational



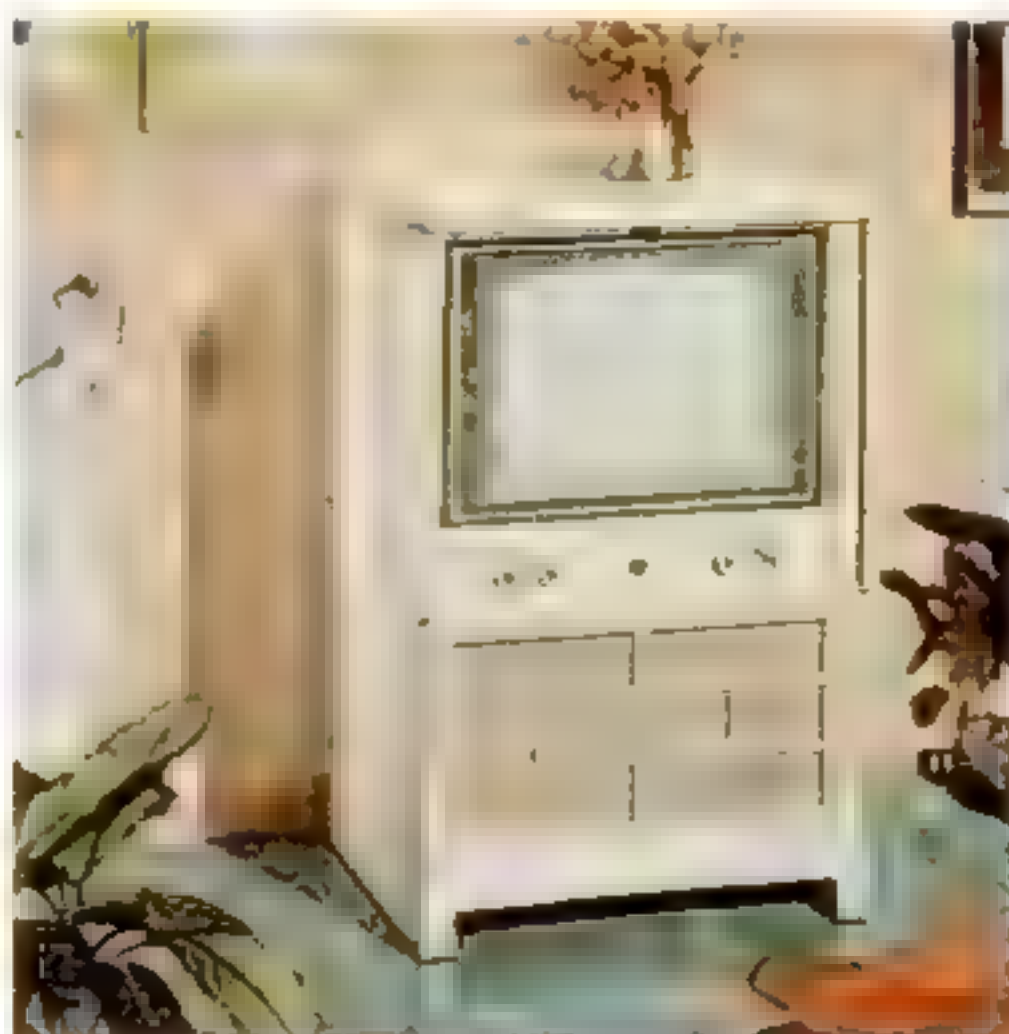
• **THIS LUXURIOUS BALANCED BEAM PHILCO 1875** gives you a 150 sq. in. True Focus picture on a 17" rectangular gray face tube. Sensational new Philco No-scope picture tube. Electronic Built In Aerial, luxurious mahogany veneer cabinet. Philco Duplex Chassis. Also powered AM, FM, and 100% picture.

graph that plays all records and records with built-in automatic tuner. Price \$599.50. Also in modern blond, \$599.50. Also in modern blond, \$599.50.

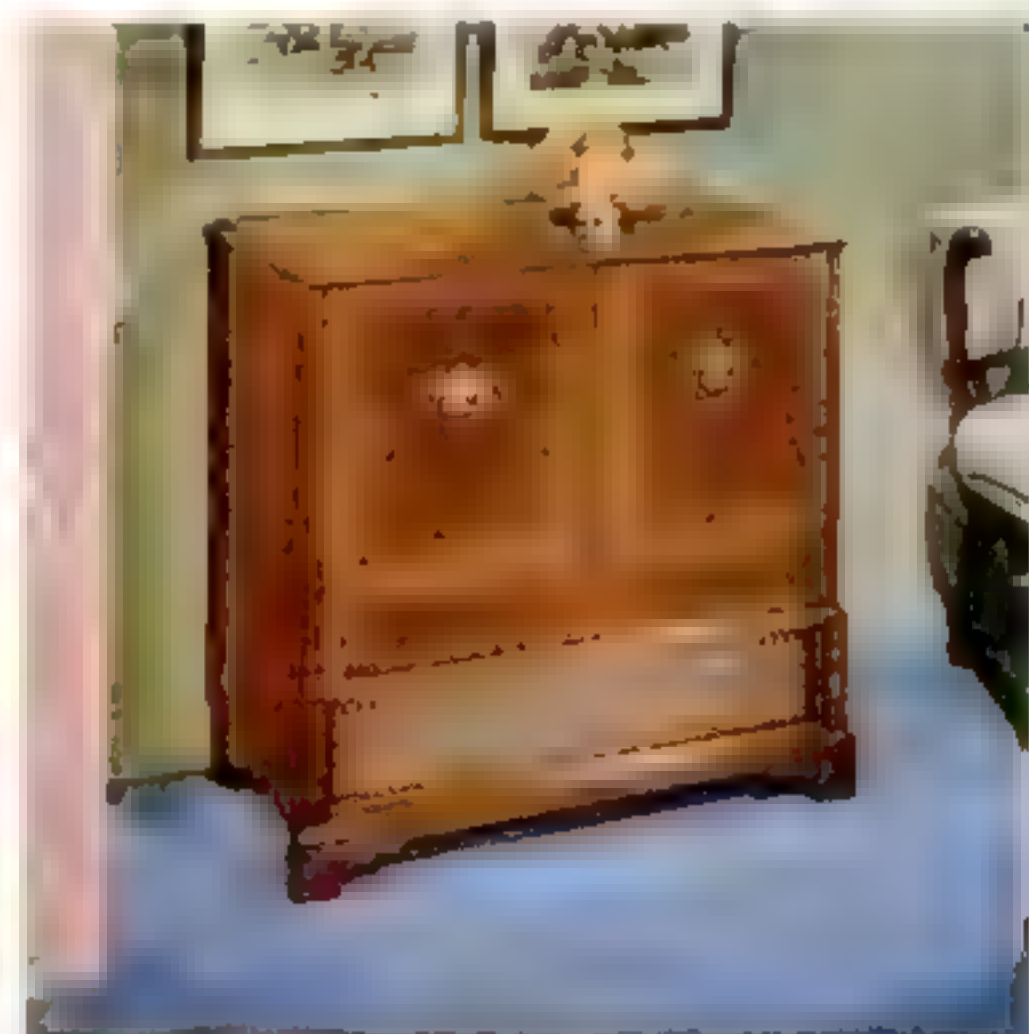
Tax and warranty extra. *Philco is a registered trademark of the Philco Corporation.*



• **FINEST PERFORMANCE AT LOWEST COST.** Shown above Philco Balanced Beam Television Model 1708 with big 97 sq. in. True Focus picture on 17" gray face tube. Sensational new Philco No-scope picture tube. Electronic Built In Aerial, luxurious mahogany veneer cabinet. Philco 1951 cable models with 97 to 145 sq. in. pictures and 17 to 16" wide screen tubes, range from \$169.95 to \$499.95.



• **BALANCED BEAM TELEVISION** in striking modern blond console Model 1836-L. Huge 150 sq. in. rectangular gray face tube. Philco Custom Duplex Chassis. Electronic Built In Aerial, extra amplifier power for unexcelled performance in fringe areas. Philco 1951 console with 97 to 145 sq. in. pictures, 17" wide screen to 16" rectangular tubes, range from \$229.95 to \$599.95.



• **OUTSTANDING QUALITY,** performance and value. console Model 1836-L. Huge 150 sq. in. rectangular gray face tube. Philco Custom Duplex Chassis. Electronic Built In Aerial, power. AM, FM, and 100% picture. Also in modern blond, \$599.50 and in modern blond, \$599.50.

invention from PHILCO...

BALANCED BEAM TELEVISION



NO Blur! How often you've seen a television picture blurred at the edges. That's because the electron beam that "paints" the picture on the tube face is focused *right* for the center but *wrong* for the edge.



NO Smear! When the electron beam is right for the edges, it is often wrong for the center. The result—a faded, smeary look. Today, however, Philco has ended all this; the day of blur and smear is over.



NOW, Philco True-Focus!

Philco research has invented a new way to *balance* the electron *beam*...lock it in perfect focus over the entire picture area. You get, for the first time in television, a *true-focus* picture.

Picture blur now ended forever—as Philco brings the first true-focus picture to television

PREPARE now to throw away your old ideas of how good a television picture can be! Prepare to see a picture so clear, so sharp, so *true* that, quite literally, nothing like it has been seen in television before!

For Philco has invented a way to *balance* the electron *beam* that "paints" the picture on the tube face...to lock it in positive focus over the entire picture area.

Now, for the first time, you can enjoy a television picture free of blur at the edges and smear at the center. Yes, Philco Balanced Beam Television brings you the first *true* focus picture in history.

Yet Philco did not stop even here in designing for you the great new 1951 receivers!

Philco created an entirely new "power plant"

...the sensational Custom-Duplex Chassis. It gives you vastly increased sensitivity; reduction from airplane and other interference; remarkable freedom from "snow" and "ghosts"; a truly amazing step-up in performance that challenges comparison with any television set ever built.

And, of course, Philco brings you the now famous Philco Electronic Built-In Aerial that outperforms all others by as much as 3 to 1. In up to 8 out of 10 cases, no installation is necessary.

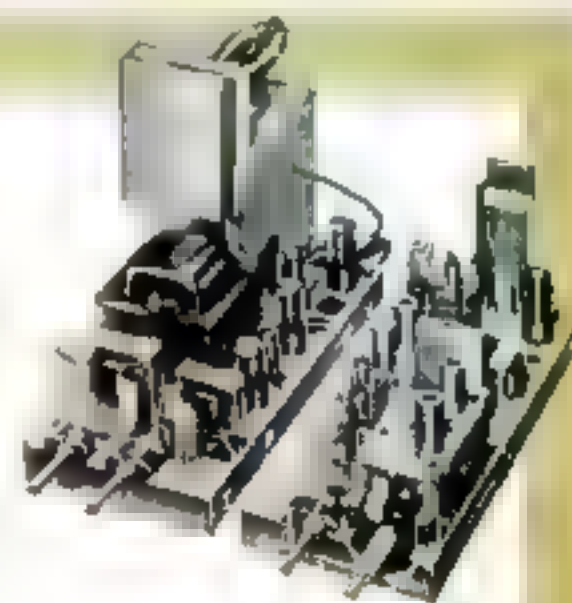
Compare these great new Philco television receivers and you'll agree...Philco Balanced Beam Television is by far first in quality, first in performance, first in value...with the *truest* pictures ever seen on any television screen.

PHILCO

BALANCED BEAM TELEVISION

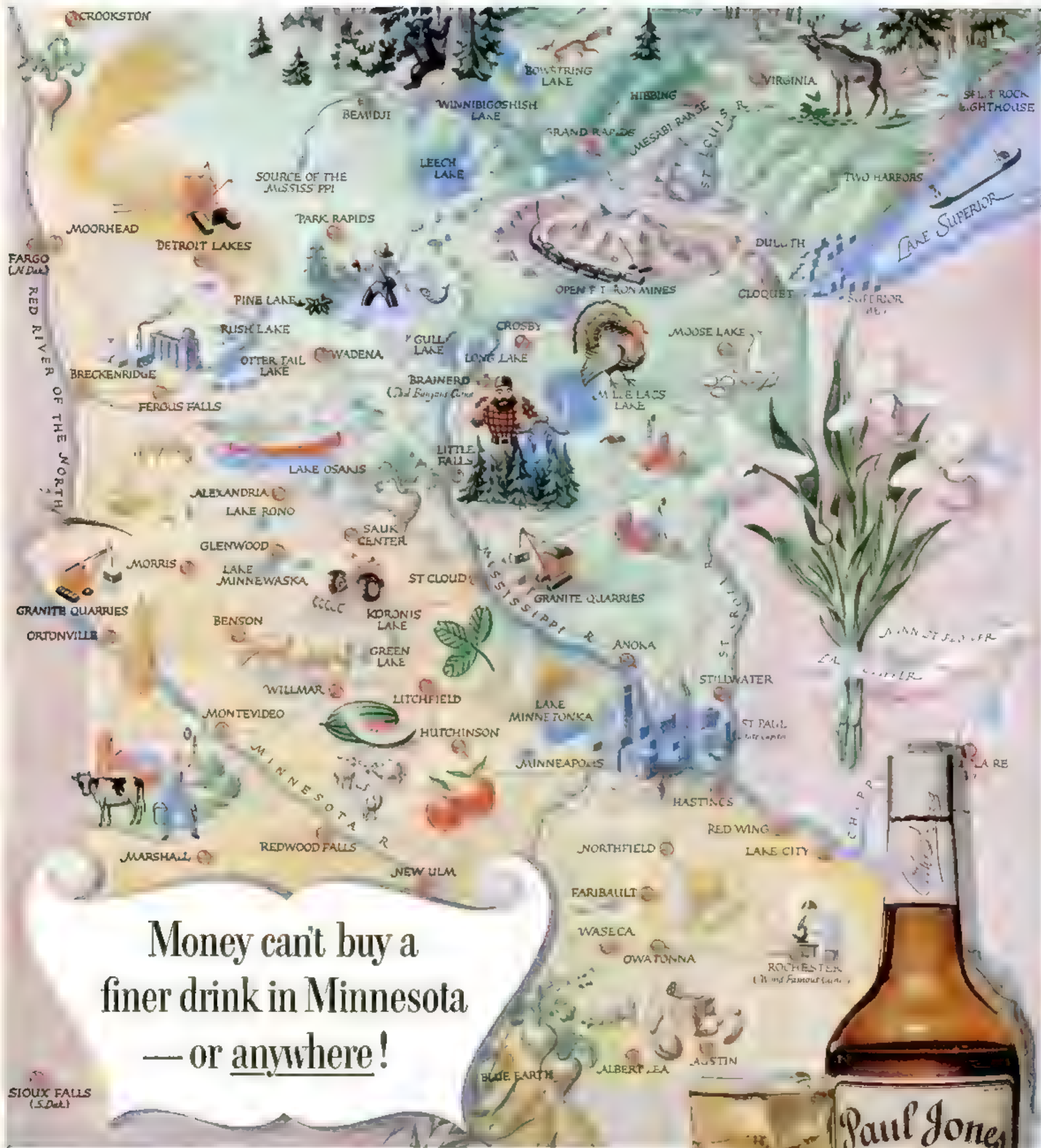
THE PHILCO CUSTOM-DUPLEX CHASSIS

Compare what Philco Balanced Beam Television, with the great new Custom-Duplex Chassis, gives you! If you aren't getting all these modern performance features, you aren't getting *all* that's best in television today.



PHILCO Set A Set B

Balanced Beam for full screen focus	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Automatic gain and volume controls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Gray filter-face picture tube for extra contrast	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
All-glass picture tube	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Retrace line suppression	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Custom-Duplex Chassis	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Noise free FM sound channel	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Modern incremental tapered line tuner	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Electronic Built-in Aerial System	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Full accessibility of controls	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>



Money can't buy a
finer drink in Minnesota
— or anywhere!

No matter where you live—no matter where you go—you'll find no whiskey buy to compare with Paul Jones. It's so smooth and mellow. So grand to the taste—so kind to the wallet!

Paul Jones
FIRST FOR FLAVOR... FIRST FOR VALUE!



Paul Jones blended whiskey. 86 proof. 72½% grain neutral spirits. Frankfort Distillers Corp., N.Y.C.



Portrait of a Happy Man

MALIK COMPLETES U.N. MISSION AND SMILES

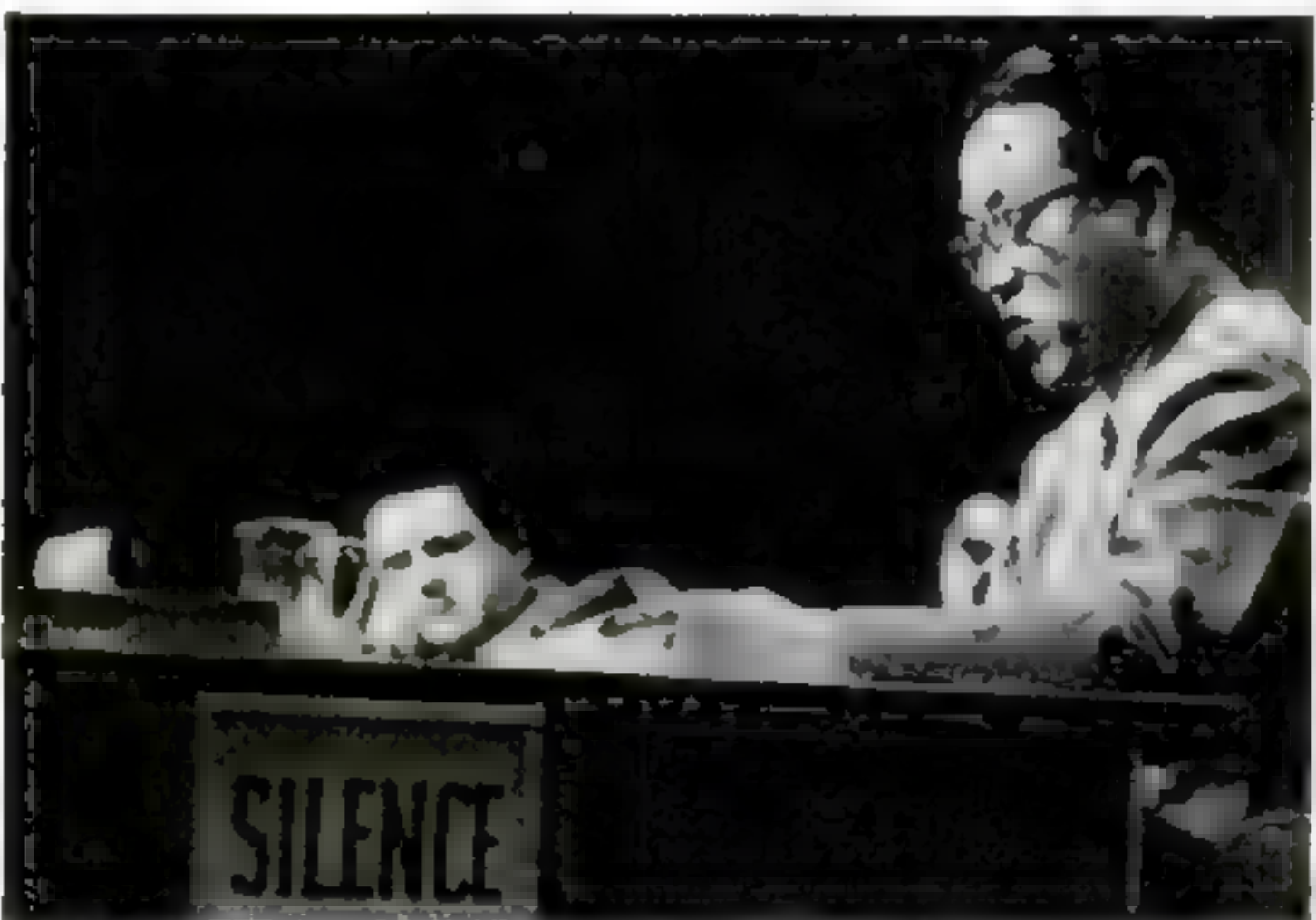
SEE NEXT PAGE



ON LAST DAY AS PRESIDENT, MALIK WORKS AS STAFF READS "LIFE" ON RUSSIA



NEW PRESIDENT JEBB (RIGHT) TALKS WITH SECRETARY-GENERAL TRYGVE LIE



KOREAN REPUBLIC'S CHANG ACCUSES RUSSIA OF PLAN TO ENSLAVE KOREA

MALIK OUT, JEBB AND SOUTH KOREAN MOVE IN

Last week, as LIFE Photographer Leonard McCombe made the exclusive portrait of Yakov Malik shown on the preceding page, the usually stern-faced Russian broke into the smile of a man pleased with the job he had done. When Malik returned to the Security Council August 1, after a 28-week boycott, he was too late to veto U.N. police action in Korea. But, as council president for August, he monopolized about 20 of the month's 40 hours of talk with one propaganda speech after another, refused to let the U.N. hear South Korea's representative, Dr. John M. Chang. When Malik turned over the president's gavel to Britain's Jebb (see text at right), Chang was seated immediately and allowed to speak. But despite this, Malik knew he had successfully accomplished a delaying action he had been sent to do.

THE WESTERN WORLD

Even Malik grudgingly admits that his successor,

IN June of this year, after 12 years without a vacation, Sir Gladwyn Jebb was just starting one in London. He had lunch at his eating club, Beefsteak, enjoyed a whisky and soda at his other club, Boodle's, in the West End, and then left town for Bramfield Hall, his 16th Century Tudor manor home in Suffolk.

There he worked tirelessly in the garden during the day, and in the evening on the lawn he played croquet with his son and two daughters. Afterward, with a worn copy of Rudyard Kipling's *Kim*, he forgot for a time the worries of being His Majesty's Government's senior delegate to the U.N.

There were only a few days of this. Then an emergency telephone call came from the Foreign Office, and on June 27 Sir Gladwyn Jebb, British delegate to the United Nations Security Council, was flying to New York where the council had already been called in extraordinary session to deal with Communist aggression in Korea. He arrived a day late and missed the opening meeting at Lake Success. But since then his timing, verbally as well as actually, has been flawless. In the face of the Soviet Union's Yakov Malik's exhaustive lies, Sir Gladwyn Jebb emerged as the spokesman for the Western world.

Until his first speech before the Security Council he was unknown to the American public. Newspapermen who had never been to Lake Success were not sure who Jebb was or what he looked like. Because he seems considerably younger than his 50 years, one reporter, thinking him a lowly secretary, asked if an interview with Sir Gladwyn could be arranged. His deadpan reply: "Sir Gladwyn does not believe that a diplomat should have any publicity."

But on Aug. 2 Sir Gladwyn rose to slap down Malik, in words spoken in the great tradition of English oratory. In deceptively mild tones he pinned down Malik's lies as "an instance of the queer upside-down language employed by the U.S.S.R." He warmed the hearts of Americans with his exclamation, "Imperialist powers, good gracious me! Are we really to believe that the boys from Iowa or Colorado who are now sitting in foxholes near Chinju are out like Genghis Khan to enslave the world?" Then he lowered the boom on the Soviet for having complained about U.S. treatment of political prisoners: "From a country which maintains millions of its own compatriots in slave labor... it is as nauseating a spectacle as that of Satan rebuking sin."

Americans who heard the speeches or read them were quick to quote them and to express their admiration. Fan mail poured into Sir Gladwyn's office on the 61st floor of the Empire State Building. Even Malik begrudgingly admitted, "Mr. Jebb is very good."

School days, a war and a train ride

IN the Security Council, Sir Gladwyn is the least volatile of the 11 members. He sits quietly beneath the glare of the television lights, his eyes upon papers in front of him, writing and rewriting phrases. During the interminable translations of Malik's marathon speeches he slips out to the delegates' lounge for a whisky sour and a conference with one of his secretaries. Returning to the council chamber and finding that Malik's speech is still being translated, Jebb reaches into his briefcase for a copy of *Punch*, the English humor magazine.

Sir Gladwyn is not an impeccably dressed diplomat. He wears clothes casually and has appeared for a month at the Security Council in the same gray suit. When he walks down Fifth Avenue, his 6-foot-2 height topped by a black Homburg hat, New Yorkers do a double-take and whisper to themselves, "There goes that Englishman from the U.N."

"That Englishman," Hubert Miles Gladwyn Jebb, was born into the landed English gentry, went to Eton, then Oxford, where his stay was interrupted by World War I, but only briefly. "I returned to Oxford not having fired a shot," he explained. He graduated from Oxford's Magdalen College with a first in history. In Germany, where he went to study further, he made the decision to become a diplomat but was flunked in his first try because the Foreign Office thought his French was lacking. A year later he took another exam and this time was ranked first, which meant he would be sent to one of the plum embassies in Paris, Washington or Cairo. But Jebb asked for Iran—"I thought it would be an interesting place"—and got it. One of the first things he did upon arriving in Teheran was to buy a string of inexpensive ponies, and in the blazing hot afternoons, against a background of purple mountains, he played polo. "The ground was rough, but it was

GAINS A SPOKESMAN

Britain's suave Sir Gladwyn Jebb, is "very good"

exciting," he remembers. When, in 1927, he was recalled to London, he took a train through Russia.

"It was an antique train," he recalls, "and fortunately I had a compartment—rather overstuffed furniture but pleasant enough. I thought I would ride alone to Moscow, but at Baku I was informed that I would have a companion, a Soviet commissar. Rather aghast at sharing the compartment with what I imagined would be a black-bearded, gross man overrun with fleas, I was astonished when the commissar appeared. He was a smallish gentleman with kindly eyes, dressed in a splendid gray flannel suit. His collar was a stiff, clean, white wimple sort of thing, and he greeted me with the air of an old professor. As it was, we had a pleasant dinner and retired. The commissar asked me what my pleasure would be—the lower or the upper berth. I chose the upper but found it unbearable. The room was stuffy, and I asked him if he would open the window which was next to his bed. He was extremely apologetic about leaving it closed and opened it. I slept happily through the night and awoke feeling quite refreshed. Getting down from the berth, I became sad. The poor old boy was covered with a thick layer of dust and soot which had blown in through the open window. Even more pathetic were his lovely suit and white collar. They were filthy. It was damned decent of him to have endured that simply because he was too polite to close the window."

Marriage, another war and the U.N.

IN London he spent four years writing reports and speeches and courting Cynthia, the dark-haired daughter of Sir Saxton Noble. After their marriage they went to Rome, where Jebb was a secretary in the embassy, then back to England in 1935. A son was born, then two daughters named Vanessa and Stella, the favorite ladies of Johnathan Swift, who is Jebb's favorite author.

Since the British Foreign Office is not influenced by party politics, Jebb's rise was consistent through Ramsay MacDonald's Labor government, the coalition government of the '30s, Churchill's wartime Tory government and the present Attlee government. During the early days of the war, his main job was to organize underground resistance in Europe. In 1942 he was put to work studying ways by which a permanent peace might be achieved. He came to America with Anthony Eden in 1943 to discuss plans for an international organization. By 1945 he was Britain's top authority on international organizations and was taken by Churchill to Yalta. At talks which laid the foundation for the first meeting of the U.N.'s General Assembly, the Big Three could not agree on a date for the meeting. Flippantly Jebb suggested his birthday, April 25—and April 25 was chosen.

When the first General Assembly met in London, Czechoslovakia's Jan Masaryk arose and, among men and women from all parts of the world, asked for "grateful recognition of the unceasing, untiring and efficient work of Mr. Gladwyn Jebb." That the Assembly was grateful to the diplomat from England became vociferously clear as a large lobby asked for Jebb to become Secretary-General. But Ernest Bevin had other thoughts, and he bluntly called Jebb back to the Foreign Office, where he needed his keen analytic mind and facility in the English language for drafting first the Italian treaty and then the Atlantic Pact. It was not until Sir Alexander Cadogan retired this June that Sir Gladwyn, who had been knighted in 1948 in recognition of his services, returned to the U.N. as Britain's chief delegate.

A man of profound conviction in the future of the U.N., he feels that total war is not inevitable. "During the late '30s," he said, "I was thoroughly convinced that we would fight the Germans. I am not so sure that we will fight the Russians, providing, of course, we do not relax our efforts. I feel that they know they are not strong enough."

On Sept. 1, after Malik's month in the chair, Sir Gladwyn became president of the Security Council. The tortuously slow pace of parliamentary business suddenly speeded up. It took Jebb exactly 30 seconds to call the 494th meeting to order and invite the South Korean representative to the table, a move Malik had been blocking. The abrupt and unexpected briskness caught the Russian delegate off guard, and the South Korean was at the table before Malik had time to object. Almost everybody felt a lot better. With Malik still around to raise objections, things might not be any more peaceful, but with Sir Gladwyn in the chair they would certainly move faster.—DEAN BRELIS



Are you always Lovely to Love?

Suddenly, breathtakingly, you'll be embraced . . . held . . . kissed. Perhaps tonight.

Be sure that you are always lovely to love; charming and alluring. Your deodorant may make the difference. That's why so many lovely girls depend on FRESH Cream Deodorant. Test FRESH against any other deodorant—see which stops perspiration . . . prevents odor better! FRESH is different from any deodorant you have ever tried—creamier, more luxurious, and really effective!



For head-to-toe protection, use new FRESH Deodorant Bath Soap. Used regularly, it is 20 times as effective as other type soap in preventing body perspiration odor.

Everyone's shopping for the new— RCA VICTOR MILLION PROOF television

They're



PROVEN IN OVER A MILLION HOMES

← The Fairfield. Magnificent 16-inch console adds distinction to any home-setting. You'll name it the finest television, the finest furniture... and it's priced for you. \$299.50

↓ The Provincial. Authentic French Provincial-style cabinet—Million Proof 16-inch television. There's no finer—anywhere. 6T76. \$359.50

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↑ The Regency. Open these beautiful doors and you'll say, "The clearest, most modern television in the world!" 16" tube, pictures are steady—locked in place. 6T74. \$329.50

↑ The Highland. Finely styled, and its big 16-inch screen shows you the finest view in television—Million Proof picture quality. 6T63. \$279.50

16-inch television

Favorite size in America's favorite TV

↑ The Kent-Ensemble. 16" television in a complete furniture setting. Hinged panel covers controls. Solid-front base gives the appearance, the convenience of a fine console—yet you get table model economy. 6T54. \$239.95

Prices shown are suggested list prices subject to change without notice. Slightly higher in the far West and South. Federal Excise Tax and installation are extra.

The Newport. Tops in table-top television! 16" tube. Clear, steady Million Proof pictures! A value only RCA Victor can offer. 6T53. \$199.95



TV's top
12½-inch
values



The Shelby. Compact, maroon-plastic cabinet that's one-fourth smaller than previous 12½-inch sets. Matching Console Base at slight extra cost. 2T51. \$159.95

The Cumberland. Happy choice for period or contemporary rooms. The perfect choice for viewing pleasure, the budget choice in 12½-inch consoles. 2T60. \$189.95

19-inch television

—almost as big as these 2 pages

The York. RCA Victor television's biggest view... 19-inch screen. Exclusive Million Proof features. Matching Console Base is optional, extra. 9T57. \$329.50

The Hillsdale. 19-inch Million Proof television, thrillingly lifelike in a cabinet of 18th Century elegance. Its performance is equally fine—Million Proof television—Styled to match. 9T77. \$399.50

The Northampton. Superb—from the pictures on its huge, 19-inch screen to the last detail of its exquisitely designed English Regency cabinet. 9T79. \$425.

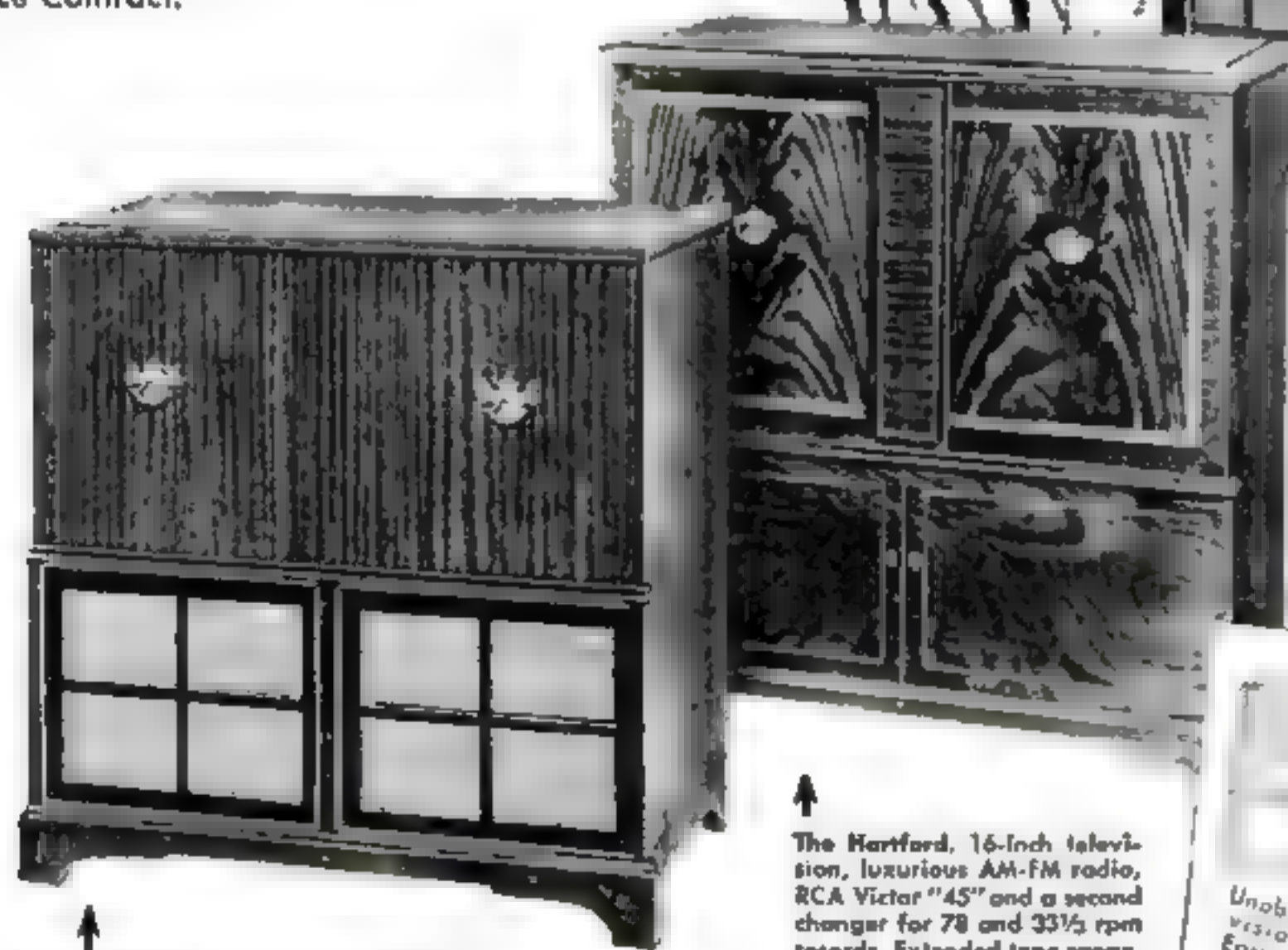
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Over a million families shopped, compared, chose RCA Victor television for their homes. It's the one and only television that's Million Proof—your strongest proof of all-round superiority.

Today's new sets are the finest money can buy—designed from Million Proof experience that only RCA Victor has. They're the only sets with the new high powered RCA Victor TV circuits. Anywhere you live—any one you buy—will give you the best performance possible.

And only when you buy RCA Victor television can you buy the RCA Victor Factory Service Contract.



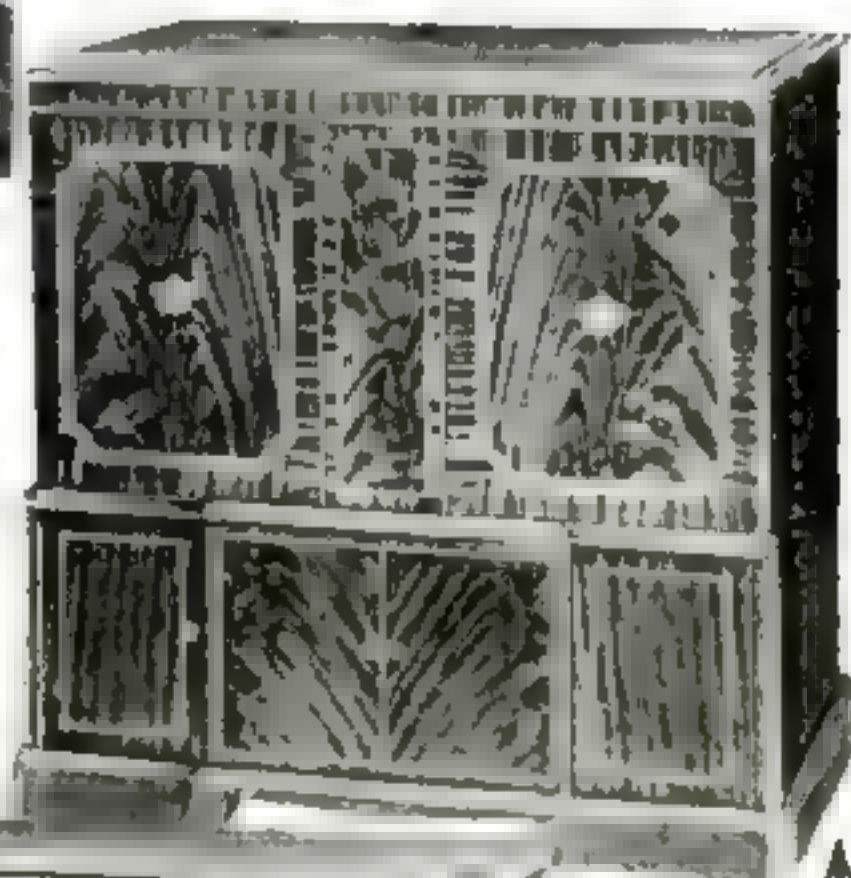
The Somervell. An invitation to pleasure—at an invitingly low price. Beautifully grained doors conceal 12½-inch Million Proof television, AM radio, automatic record changers for all speeds. 2T81. \$299.50

The Hartford. 16-inch television, luxurious AM-FM radio, RCA Victor "45" and a second changer for 78 and 33½ rpm records. Extended tone range, too, for more life-like music. 6T87. \$550.

Unobstructed television viewing. Easy-to-get-at record changers.

The Fairfax. Superb 16-inch Eye Witness television plus AM radio, automatic changers for all-speed records—all in one distinguished cabinet. One of RCA Victor's newest combinations. 6T84. \$439.50

TV-Radio-Phonograph Combinations



The Sedgwick. 19-inch Eye Witness television, AM-FM radio, 2 automatic record changers. Extended tone range makes music more alive, more realistic. 9T89. \$695.

The Rutland. Traditional setting for up-to-the-minute entertainment! 16-inch television, AM-FM radio, and changers for all-speed records. Extended tone range adds depth and brilliance to music. 6T86. \$495.

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WORLD LEADER IN RADIO . . . FIRST IN RECORDED MUSIC . . . FIRST IN TELEVISION

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A NEW KIND of
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Waterman's
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30
DAYS
TRIAL!

TO PROVE *Perfect Writing Quality*

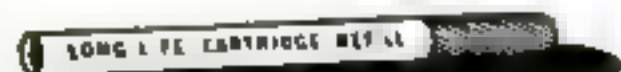
None of this

No skipping or stopping. Writes smoothly and evenly, without gaps and stops. Feels like a pencil, writes like a pen.



INSTANT FEED...WRITES EASILY AT ALL ANGLES. No matter how you hold it, or at what angle, Waterman's Ball Pointer flows instantly; always ready, willing and able!

PRECISION BALL...NO LEAKS. Made with Waterman's famous precision, the ball is machined to tolerance of two-hundredths of an inch, for perfect seating and freedom from leakage.



LONG-LIFE CARTRIDGE
Replace in a split-second! Large ink supply; easy to replace; fits both sizes of pens; inexpensive.
Pen and refills both available at drug, department, stationery, variety, and syndicate stores.

Never before such an offer! Never before such a pen! Only Waterman's can make both—because only Waterman's precision quality makes both possible. Get your Waterman's Ball Pointer today!

2 Sizes. Standard length for men, with clip; shorter "pocket-size" for men or women.

5 Colors. Match costumes or desk accessories. Black, red, grey, blue and tan; gold-color metal cap, band.

Light, slender. Expert designing created a slim, feather-weight pen; a pleasure to handle.

WATERMAN'S OFFER

You may try Waterman's new Ball Pointer without risking a penny. Make your selection. Use it for 30 days. Give it any normal writing test you care to make. Then if you don't think it's the finest ball pen you ever used, send it to us, with certificate your dealer gives you with purchase and we will refund—without question—the dollar you paid, plus cost of postage. This guarantee valid only when signed and returned with Ball Pointer by original purchaser.

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\$1.00
COMPLETE
WITH LONG LIFE
CARTRIDGE

Forget old ideas about ball pens! Now get the convenience of this handy type of pen PLUS Waterman's writing quality, guaranteed by world's oldest maker of fine writing instruments.

No Leaks
No Stops
No "Skips"
No Scratch

A BABEL OF VOICES

Truman's speech resolves confusion caused by

In the middle of his press conference last week, President Truman was reminded of the East Coast longshoremen's newly developed allergy to Russian crabmeat and Soviet cargoes generally. A reporter wondered what Mr. Truman thought about the longshoremen's refusal to unload



MME. CHIANG RECEIVES MacARTHUR

such cargoes. With some heat, the President said the dockworkers had no right doing a trick like that. Foreign policy, he said, is not set by the longshoremen's union. The well-meaning stevedores were only one of an oddly assorted group of would-be foreign policy makers that the President had to slap down in a week when a dissonant babel of voices of America was heard around the world.

First—and perhaps worst, from Mr. Truman's standpoint—was the stentorian voice of General Douglas MacArthur. When the Veterans of Foreign Wars invited the general to send a message to their national encampment at Chicago, the most they hoped for was a stirring salutation followed by a complimentary close. What they got was publicity that exceeded their press agent's wildest dreams. MacArthur's message, which LIFE condensed on its editorial page last week, was a masterful delineation of Formosa's strategic value to the U.S. or to an enemy. But because the general is in Tokyo in double trust—as commander of U.N. forces in Korea as well as supreme commander in Japan for the Allied Powers—

there was hell to pay when the State Department and the White House belatedly got wind of his fighting words. (He had somehow neglected to send them copies of his cable.) Mr. Truman, who had avoided criticizing MacArthur's recent self-initiated visit to Generalissimo and Madame Chiang Kai-shek on Formosa, now sternly ordered the general to withdraw his message. With a stiff bow to his commander in chief 7,000 miles to the east, MacArthur did.



V.F.W. GETS GENERAL'S WITHDRAWAL

But it was too late to keep it out of the press, where there were cries of "gag"; or out of the *Congressional Record*, where Republicans gleefully rubbed the Administration's nose in it; or out of the corridors of the U.N., where it was bound to neutralize to some extent the U.S. effort to neutralize Formosa. In Chicago the V.F.W. delegates fired a showy broadside of resolutions endorsing MacArthur and demanding that the President fire Secretary of State Dean Acheson and Secretary of Defense Louis Johnson. The demands were unlikely to be acknowledged, let alone met, for increasing criticism of his two cabinet members was merely stiffening Harry Truman's determination to keep them. (Louis Johnson did feel compelled to reply when Democratic Representative Anthony Tauriello of New York wrote him a letter asking him to resign "if you are loyal to Mr. Truman in the true sense." He wrote a 3,000-word defense of his record that wound up with the sly suggestion that the congressman direct any further inquiries to the White House.) Much more serious demands were weighing on Johnson last week. Along with the Joint Chiefs of Staff and the National Security Council, he was being asked to go along with a proposal that called for the most important U.S. command decision since the Korean intervention. It came not from his own Defense Department but from his chief cabinet rival, Acheson, and it called for sending big U.S. reinforcements to Western Europe, rearming West German troops as part of a North Atlantic Treaty Organization force,

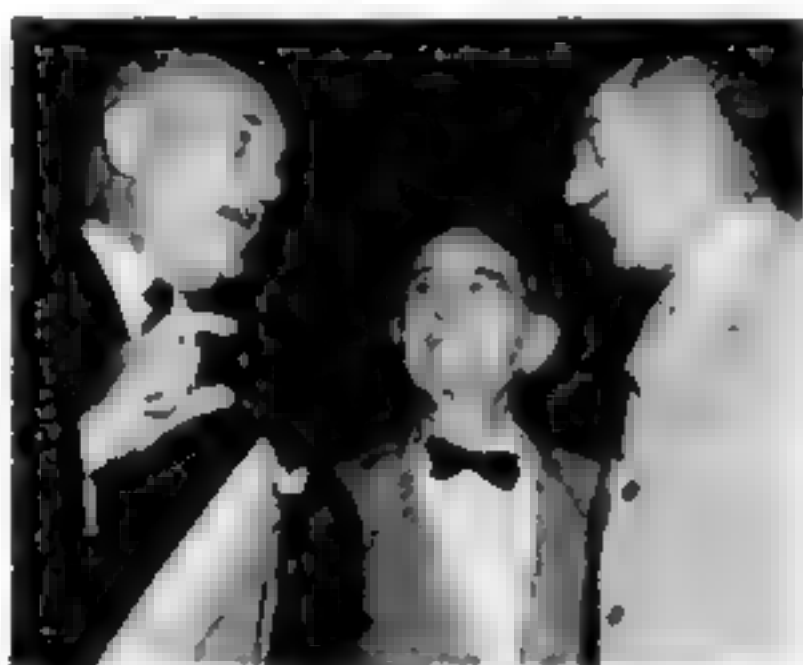
ON FOREIGN POLICY

some longshoremen, two generals and a secretary

and naming a supreme commander of that force. It had to be decided before this month's meeting of the Foreign Ministers in New York, and its military and foreign policy implications were immense.

Thus it was not surprising that when the beleaguered Acheson and Johnson—who have never exactly loved each other—emerged from a closed Senate Appropriations Committee meeting where both had to run a gamut of heckling, they grinned after the fashion of comrades under fire (*below*).

Meanwhile there were other people busily trying to make foreign policy. In two speeches at Omaha and Boston, Navy Secretary Francis ("Rowboat") Matthews made an astonishing statement. "To have peace," he said, "we should be willing, and declare our intention to pay any price, even the price of instituting a war to compel cooperation for peace." He was speaking for advocates of a preventive war, but he sounded as if he were speaking for the U.S. government. In a similar situation four years ago, Henry Wallace was fired from the cabinet for opposing the "get tough" policy with Russia. According to Hanson W. Baldwin, military expert of the New York Times, Matthews was really expressing publicly the opinions that his boss, Louis Johnson, has been expressing privately at the Pentagon. Matthews presumably got a dressing-down from the President, but kept his job. He said he had only expressed his private views, while the State Department caustically announced that these "do not represent U.S. policy. The U.S. does not favor instituting a war of any kind."



JOHNSON, ACHESON TALK WITH MATTHEWS

Before the week was out another self-appointed policy-maker had to be dealt with. He was Major General Orvil A. Anderson, commandant of the Air War College at Montgomery, Ala. In an interview, General Anderson repeated what he had told students in lectures: "Give me the order to do it and I can break up Russia's five A-bomb nests in a week. And when I went up to Christ... I think I could explain to Him that I had saved civilization." First, however, General Anderson had some explaining to do to General Hoyt S. Vandenberg, Air Force chief of staff. The explanation being unsatisfactory, Vandenberg suspended him and in a public statement said that the Air Force's primary purpose is not preventive war but "prevention of war."

For the moment the bulls had been chased out of the china shop of diplomacy. But there was a lot of wreckage to sweep up. "It's worse than right after Pearl Harbor," groaned a leading Democratic senator. "Public confidence has been shaken deeply... Only the President can act in a case like this. It's up to him."

CONTINUED ON NEXT PAGE



GENERAL ANDERSON, head of the Air War College, was suspended on charge that he favored preventive bombing of Russian A-bomb plants.



SECRETARY MATTHEWS, here speaking at Boston shipyard anniversary, was rebuked after "preventive war" talk shocked Acheson, Truman.

now a new

Telechron electric alarm

with synchro-sealed motor

can't run wrong!



\$4.50

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Telechron "GUEST" ELECTRIC ALARM.
Ivory color. 28 other Telechron
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Exciting beauty—credible accuracy! Lovely new "Guest" alarm is like all Telechron electric clocks. Its Synchro-Sealed Motor, with oil supply sealed against dirt, is synchronized perfectly with local electric power plant master clocks (almost all Telechron-made) so that this silent, smooth-running Telechron clock literally can't run wrong! And—Telechron electric clocks need no winding, no regulating. Each carries a full-year written warranty. Many in service 20 years. Telechron Inc., Ashland, Mass. A General Electric Affiliate.

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electric clocks that can't run wrong

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and true with the ring that whispers "only you" . . .
your Keepsake Diamond Ring.

For this important lifetime choice, choose a Keepsake — the ring
of guaranteed high quality in color, cut and clarity. True value is assured
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"LET WOULD-BE AGGRESSORS MAKE NO SUCH MISTAKE TODAY . . ."

Foreign Policy CONTINUED

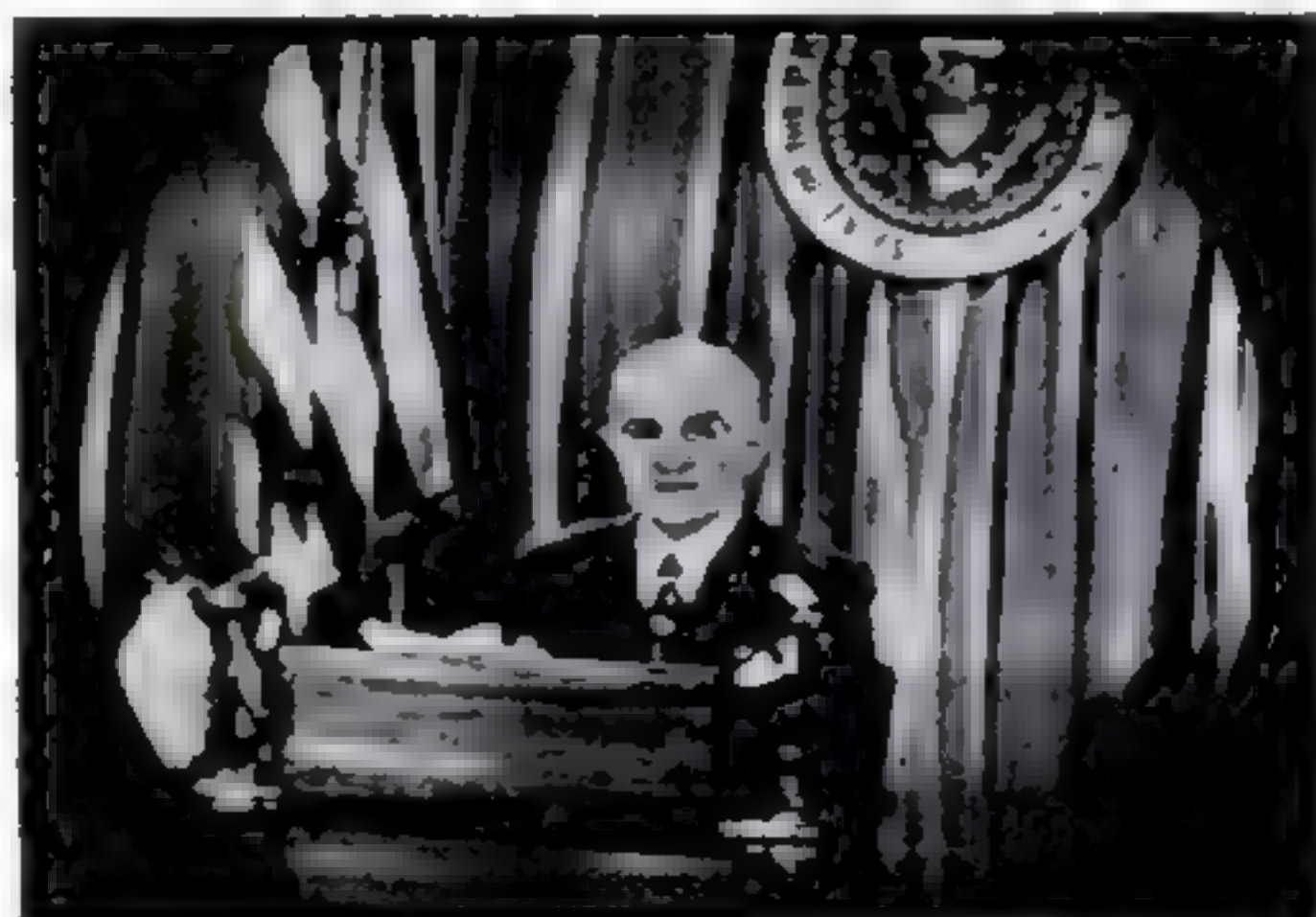
"Tonight, I want to talk to you about Korea, about why we are there,
and what our objectives are. . . ."

When he stepped to the microphones and TV cameras in the White
House Friday night, President Truman also had to talk about the world
at large, and why we were playing our new and unaccustomed role of
leadership in it, and what our objectives were not.

It was not only in the U.S. that public confidence had been shaken.
The whole world was waiting for a sign that American foreign policy,
whatever its past mistakes, was committed to preservation of the free
world. So he put it in so many words: "We have the ability and the
resources to meet the demands which confront us. . . . We will use as
much of this . . . strength as is needed to defend ourselves and establish
peace. Hitler and the Japanese generals miscalculated badly, 10 years
ago. . . . Let would-be aggressors make no such mistake today."

Then he ticked off an eight-point list of U.S. aims and hopes: "1) We
believe in the U.N. . . . We kept our word when we went to the support
of the U.N. in Korea two months ago. We shall never go back on that
pledge. 2) We believe that the Koreans have a right to be free, inde-
pendent and united. . . . 3) We do not want the fighting in Korea to
expand to a general war. . . . 4) We hope in particular that the people
of China will not be misled or forced into fighting against the U.N. and
against the American people. . . . 5) We do not want Formosa or any
part of Asia for ourselves. We believe that the future of Formosa . . .
should be settled by international action, and not by the decision of
the U.S. or any other state alone. The mission of the Seventh Fleet is
to keep Formosa out of the conflict 6) We believe in freedom for
all the nations of the Far East. . . . Russia has never voluntarily given
up any territory it has acquired in the Far East; it has never given inde-
pendence to any people who have fallen under its control. . . . 7) We
do not believe in aggressive or preventive war. . . . 8) We want peace
and we shall achieve it. . . ."

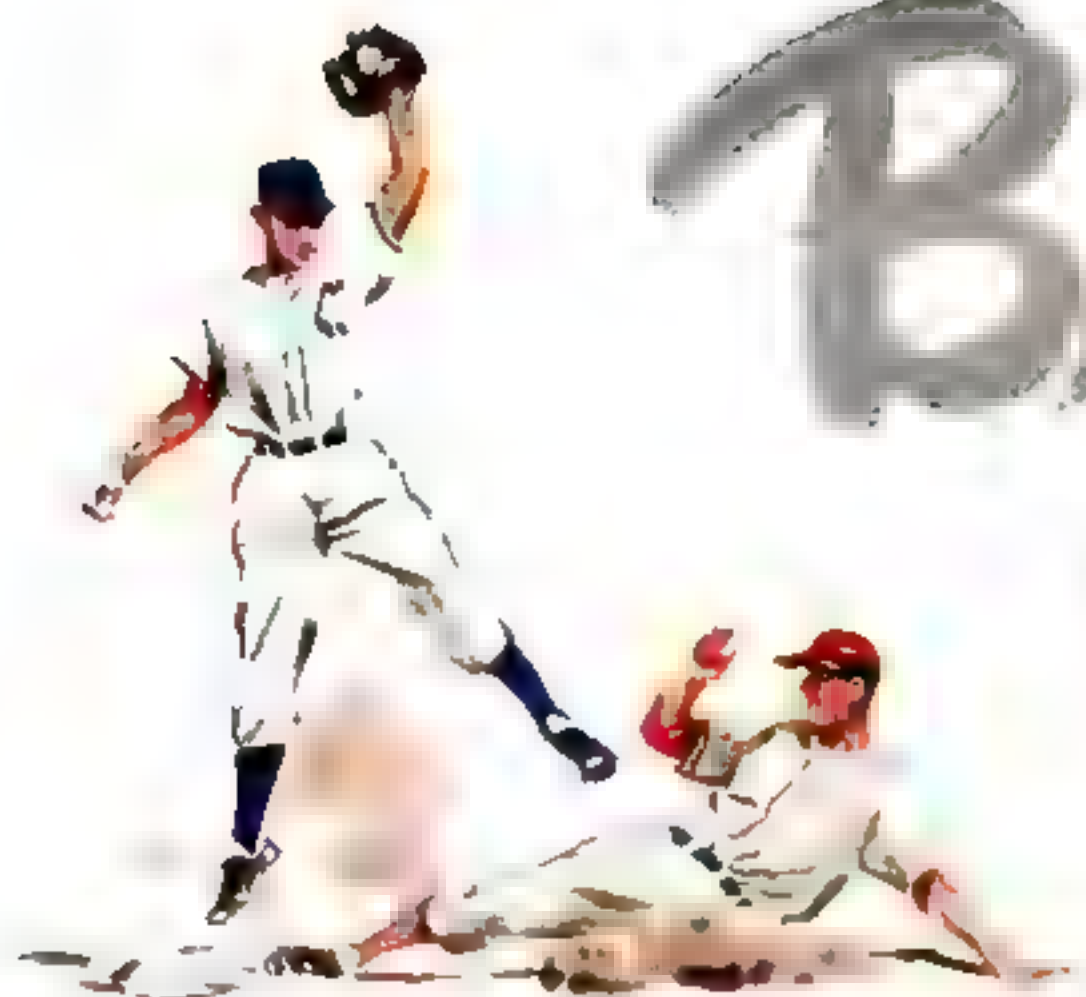
This being a free country, there probably would be more cases of
people feeling free to confuse the issues or misstate the facts. But for
the time being the President had laid our foreign policy on the line.



"WE BELIEVE IN FREEDOM FOR ALL NATIONS OF THE FAR EAST . . ."

Big Leaguer

with plenty on the ball!



Lively as a base stealer!



Roomy as left field!



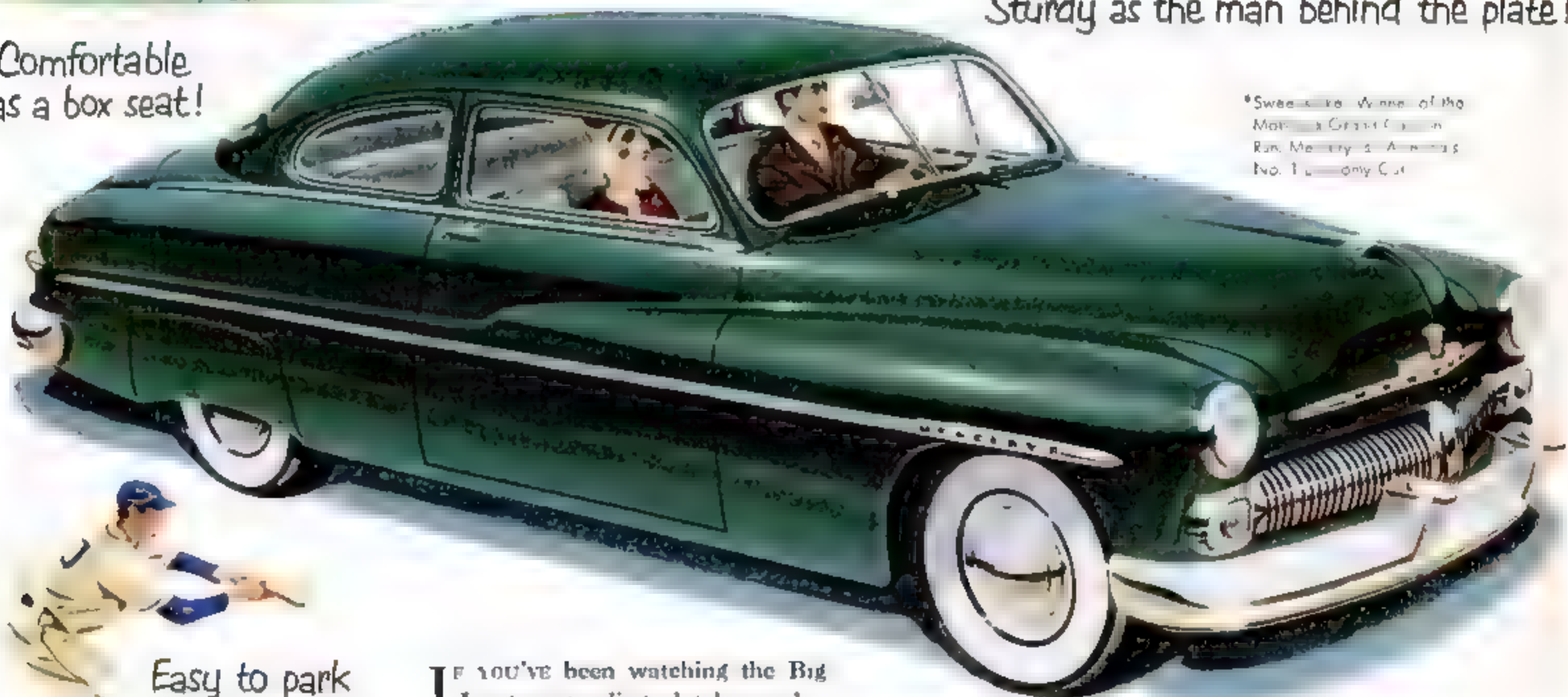
Comfortable
as a box seat!



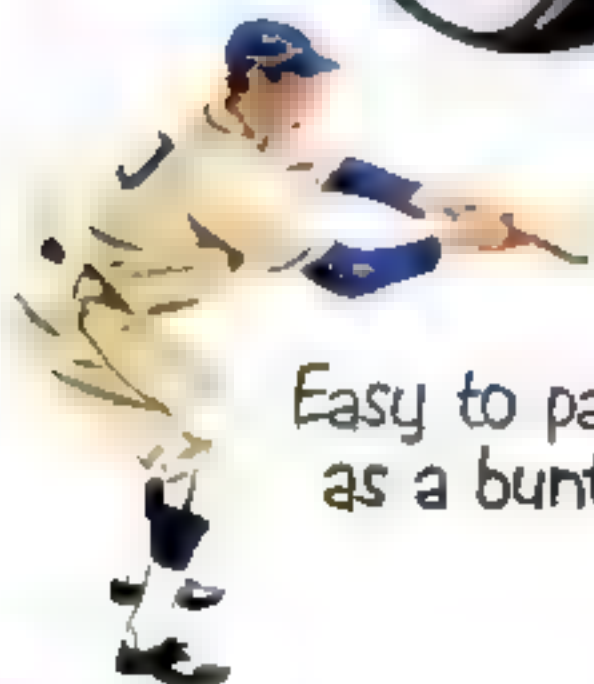
Powerful as a line drive!



Sturdy as the man behind the plate!



*Sweet's No. 1 of the
Motor Car Division
Run, Mercury & American
No. 1 in Only Car



Easy to park
as a bunt!



Thrifty* as the bleachers!

If you've been watching the Big League standings lately, you've probably noticed how Mercury is moving right up. It *should*! It's got plenty on the ball. Top Division stuff!

Once you drive it, you'll know who's a cinch to clinch the Pennant with you, too! See your Mercury dealer—get the latest box score. You'll find it's *better than ever* to put your money on Mercury.



Popular as a
series ticket!

Go for a ride—
and you'll go for

MERCURY

MERCURY DIVISION OF FORD MOTOR COMPANY

Here's what you need for



You'll get more fun out of life (and more life out of your clothes) if you have a little variety.

Pick shirts smartly tailored for your week-day-go-to-town needs. Pick 'em colorful and comfortable for your week-end loaf-life. And pick 'em by the Arrow label!

You just can't find smarter, longer-wearing shirts, ties or shorts. See them this week at your favorite Arrow dealer's.



Good impressions pay off and these Arrow beauties guarantee that! The white, spread-collar job at the left is *Par*. It's a slotted soft collar with stays, in a lustrous broadcloth. Regular or French cuffs. \$3.65. Tie is wrinkle-resisting, all silk, Arrow repp, \$2.

The candy-stripe shirt has non-wilt, wide-spread *Kent* collar, \$3.65. That brown satin tie sets it off neatly, \$1.50. The blue broadcloth has medium-point, non-wilt *Belmont* collar, never needs starching, \$3.65. With it, another popular Arrow repp tie, \$2.

the life you'll lead this Fall!



The Arrow Dart is worn by more men than any other white shirt style. It's a medium-point, non-wilt collar that looks good on any man—comfortable, *never* needs starch, *always* looks neat. \$3.65. The tie is the always popular Arrow polka dot, \$1.50.



For pure comfort and easy action, Arrow's *Gabanara*! This luxurious rayon gabardine sports shirt is pre-tested for long wear and washability. It's smartly saddle-stitched, comes in your *exact* sleeve and collar size (or regular sports shirt sizes) in 12 wonderful Fall colors.



If you want a little dramatics in your sports shirts here's a sprightly number we call *Dude Ranch*, one of a large group of lively plaids in perfect taste. This "Sanforized" cotton gingham feels as good as it looks. We think you'll agree, it's a grand buy at \$5.



Don't get "caught short." Arrow dealers have a good selection of amply tailored, never-chafing shorts. "Sanforized"-labeled (won't shrink more than 1%), \$1.25 up. T-shirts, \$1 up; athletic shirts, 85¢ up. The handkerchiefs harmonize with Arrow shirts and ties. 35¢ up.

ARROW



Cluett, Peabody & Co., Inc.

Arrow Shirts • Ties • Sports Shirts • Handkerchiefs • Underwear

REMEMBER—when you're buying for Fall, or any time, Arrow products always give you *something extra* in performance and dependability. Arrow uses only pre-tested, long-wearing fabrics; all cottons are "Sanforized"-labeled; all colors are the finest and fastest available. All shirt buttons are firmly anchored, and women say, Arrow shirts are the easiest in the world to iron. The Arrow label is your constant assurance of style, quality and value.

There's nothing like it *... absolutely nothing*

Some sort of recreation belongs in every one of your busy days. But, just some sort of beer isn't enough to make the most of recreation. Budweiser and good living have been partners for nearly a century. The reason why? That distinctive taste that smacks of quality in every sip! Live life, every golden minute of it. Enjoy Budweiser, every golden drop of it.

ANHEUSER-BUSCH, INC.
ST. LOUIS



Budweiser
LAGER BEER





SAM URZETTA GETS OFF A LONG DRIVE FROM THE FIRST TEE DURING HIS FINAL MATCH. HIS WOOD SHOTS FREQUENTLY COVERED FROM 275 TO 285 YARDS

UNKNOWN WINS AMATEUR GOLF TITLE

When the field at the U.S. Amateur golf tournament in Minneapolis finally narrowed down to two players, it was not surprising that 28-year-old Frank C. Stranahan, son of a wealthy Toledo manufacturer, was one of them. For years he has been a full-time golfer, relentlessly—and mechanically—shooting for one championship after another, winning the 1950 British Amateur titles in Canada, Mexico and Brazil, troubled by few worries more serious than a sliced drive. But it was quite surprising that his opponent was an unknown ex-caddy and janitor's son named Sam Urzetta. Few people had heard of 24-year-old Urzetta before the tournament began, and even when he breezed through his six preliminary matches he attracted no crowds.

When the pair teed off at the Minneapolis Golf Club on Aug. 26 for their 36-hole match Urzetta revealed a nerveless, beautiful game. He outdrove the long hitting Stranahan, rarely made a poor fairway shot. "I've played a lot of golf," said Stranahan, "but I have never seen an iron player to compare with him. That includes the pros." Once Urzetta had a two-up lead, but in the last few holes Stranahan pulled up even. They remained even for two extra holes, but on the 39th Stranahan cracked, drove out of bounds, and presently the longest and most exciting match in the tournament's 50-year history was over. Home to a big celebration (*below*) in Rochester, N.Y., went suddenly well-known Sam Urzetta, lugging his huge and convincingly won trophy.



URZETTA BEAMS FROM HIS SHOWER

IN ROCHESTER, URZETTA (ARROW) IS MOBBED BY FRIENDS. INTO A MICROPHONE HE SHYLY MURMURED, "HERE GOES MY COLLEGE COURSE IN PUBLIC SPEAKING"





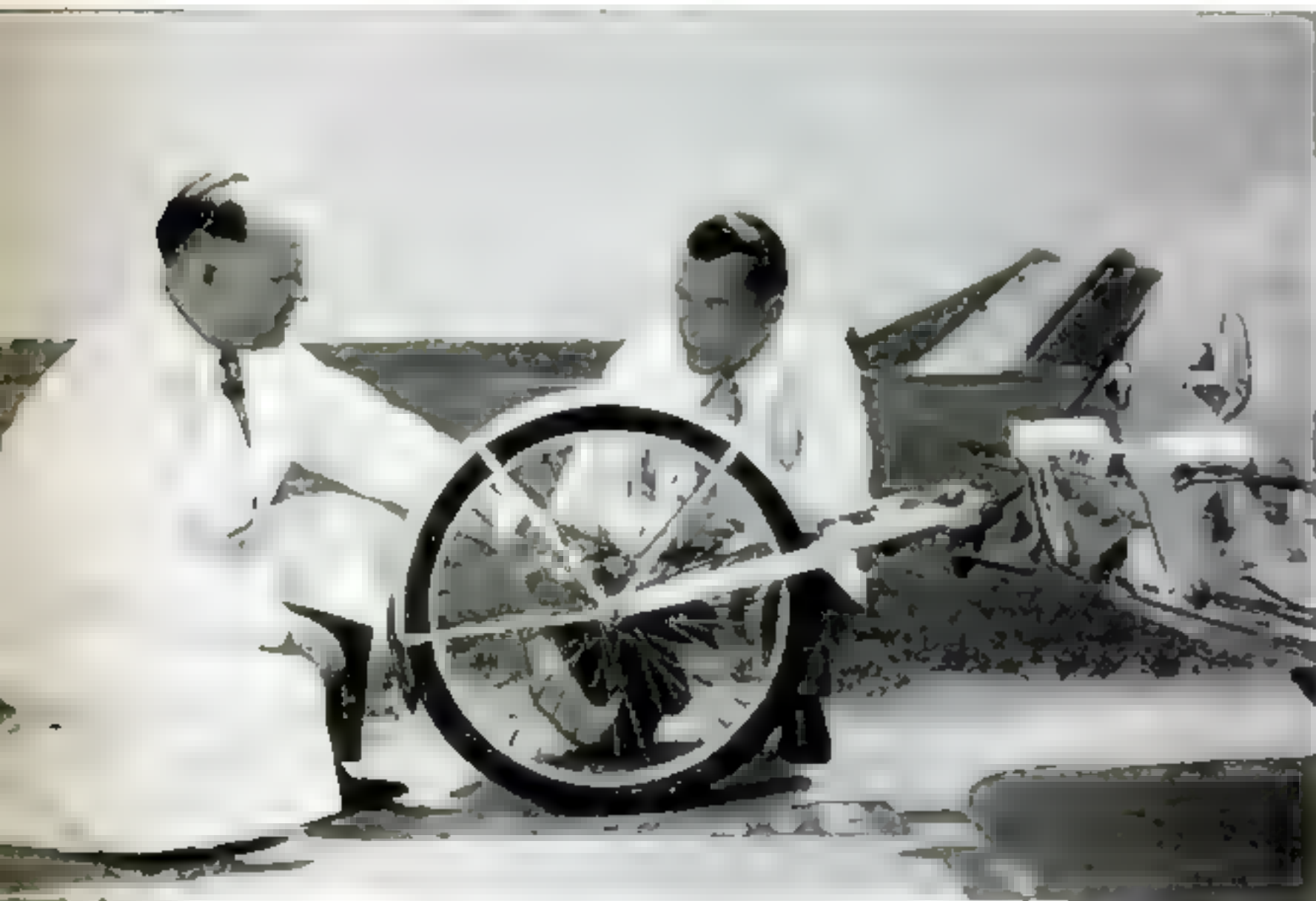
THE END OF THE LINE is only the beginning of Ed Sullivan's day at the Ford Test Track. From the final assembly line in the Rouge Plant, the famous columnist and television star picked a 1950 Mercury at random. After a preliminary briefing by Charles B. Kreager, Chief Inspector, and Eleanor Johns, Dispatch Driver, Ed was ready to give his car the punishing scientific "lumps" every Ford product must be able to take.



WHAT'S GOING ON AT FORD . . .

ED SULLIVAN TURNS TEST DRIVER FOR A DAY

Television star sees how Fords,
Lincolns, and Mercurys, are proved
at the famous Ford Test Track



A "FIFTH WHEEL" WITH A PURPOSE. This instrument is used to get superaccurate electrical measurements of acceleration and the braking distances required to bring a car to a stop at different speeds. Al Esper, Chief Test Driver at Ford, tells Ed that it is only one of literally dozens of ingenious precision gauges that Ford uses to make sure that economy, dependability, and performance are built-in parts of every car.



ED "OPENS HER UP," whizzes around Ford's 2.6-mile track at a steady 90 mph. On this track 65 test drivers, working in relays, run cars day and night, week in and week out. Millions of miles are piled up. The cars are then taken apart and each of the 10,000 parts is analyzed for wear. Not the slightest detail is overlooked.

THERE's an old saying among newspapermen that, "Once a reporter, always a reporter!" And television star Ed Sullivan—removed from his "cub" reporting days by 30 years, 10 pounds, and several tax brackets—is no exception.

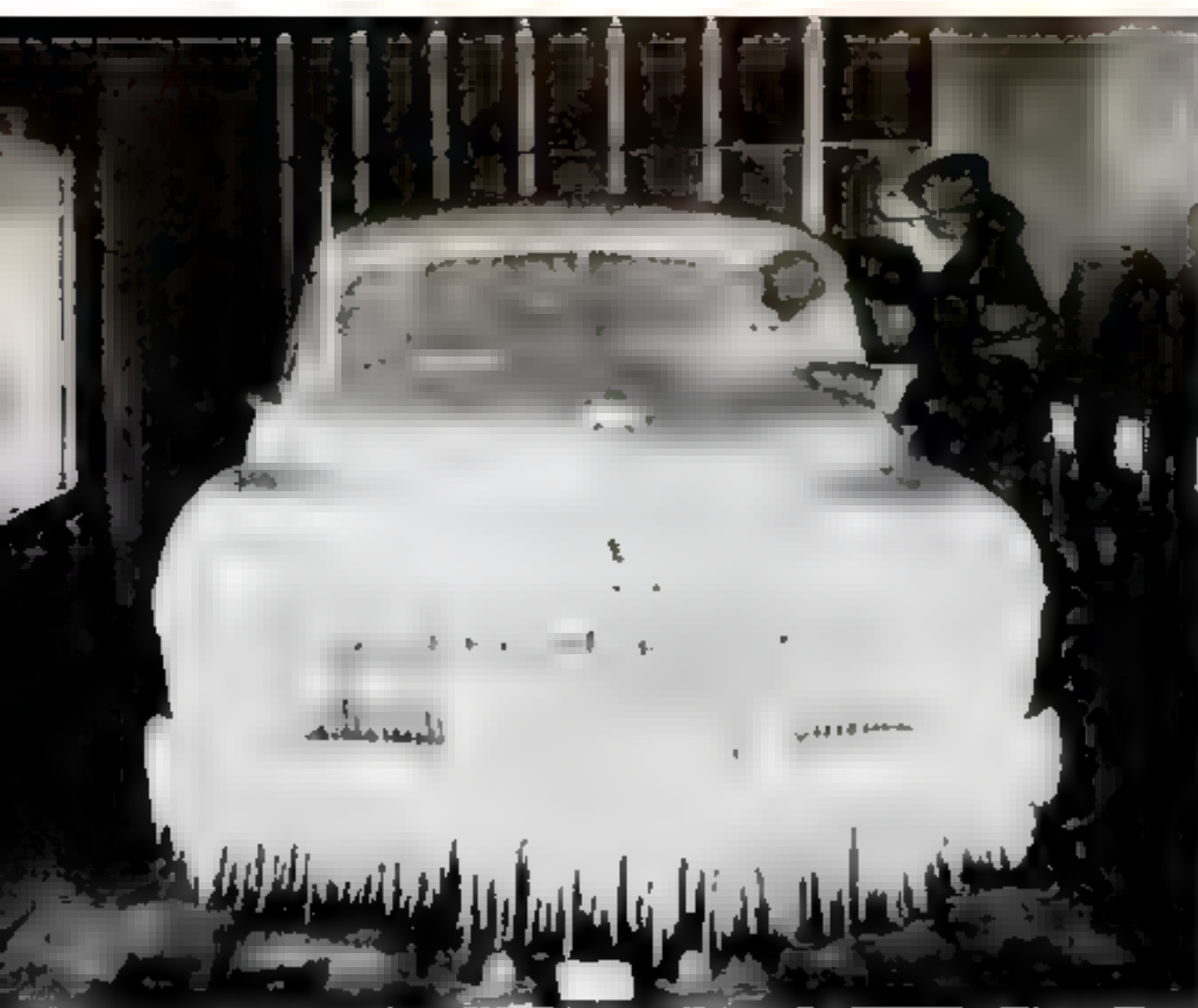
The genial host of Lincoln-Mercury's hit video show, "Toast of the Town," took a day off from show business to do a "show me" reporting job at the famous Ford Test Track in Dearborn, Michigan.

Reporter Sullivan, who drives a Mercury himself, took a 1950 model at random from the assembly line, and in one day subjected it to the wear, tear, and torture of thousands of miles of ordinary driving.

He bounced his car over wicked stretches of cobblestones and Belgian blocks; plowed it through water baths and mud; climbed almost impossible grades *in reverse*. He sweated out man-made gales and sandstorms; shivered through laboratory blizzards and the 55° below zero temperature of Ford's amazing Cold Room. He did everything to his car that Ford's regular test drivers do.

And every minute, every mile, was a revelation in the thorough methods by which Ford insures the quality and value of all Ford products. Not only Ford products of today, but those of tomorrow as well. For on these same proving grounds, and in these same testing laboratories, Ford's idea men, designers, and engineers are watching their "drawing board dreams" evolve into the Lincolns, Mercurys, and Fords in your future.

Like many thousands of visitors who have watched with fascination the activity at this famous Test Track, Reporter Sullivan "got the idea"—the "Ford Idea"—which is to assure the value that you, the buyer, get in every Ford product, and to produce better cars at prices that more and more people can afford to pay.



ED GETS THE COLD TREATMENT in Ford's 55° below zero "icebox"—part of a vast car-torturing system of man-made blizzards, howling 80 mph winds, and searing sandstorms. In one hour, a lifetime of the worst driving conditions can be duplicated. Carburetors, ignition and ventilating systems get a thorough check to assure top performance.



ADVERTISEMENT

MAN-MADE MOUNTAIN of crushed rock and concrete soars above Ford's Test Track. Ed tries out his Mercury's parking brake on the 30 per cent grade—counterpart of famed Filbert Street in San Francisco, steepest paved street in the country. Cars must be able to breeze up this taxing incline in forward speeds and in reverse from a standing start. Other Ford proving grounds include the rugged mountain country in Jennerstown, Pa. and the hot, alkali desert near Phoenix, Ariz.



FUN'S FUN BUT this Water Bath test is deadly serious. It was designed to match the biggest puddle the average motorist is ever apt to meet. By driving cars through it at various speeds, engineers can determine how well the car's ignition is protected to prevent stalling and how well the under-body is waterproofed. Other tests include

rough cobblestone and Belgian block roads; high-speed runs through mud, dust, and sand; wrenching "body twists"—all to prove the car's structural soundness. Such day-to-day testing of cars picked at random off the production lines insures the consistently high quality and reliability of all Ford products.



with Cameo's exclusive
FACE POWDER FINISH

You can't afford not to wear Bur-Mil Cameo's 60-gauge NYLOMIST stockings! Low-priced, longer-wearing... yet lovelier, thanks to "dull" Face Powder Finish, that flatters your legs the way powder flatters your face!

*Trademark

BUR-MIL®



CAMEO®
stockings

A PRODUCT OF BURLINGTON MILLS

Champions CONTINUED



GIRL TRAPSHOOTER BEATS 36 MEN TO BECOME "CHAMPION OF CHAMPIONS"

In Vandalia, Ohio some 1,500 men gathered on Aug. 21 for the Grand American Trapshoot, the U.S. marksman's biggest championship event. One of the top honors at stake was the title Champion of Champions, for which the best marksmen from 36 states and Cuba competed and which has been a masculine monopoly since the first Grand American was held in 1900. As usual some women entered the event—two this time, neither of them taken seriously by the men. As it turned out, a girl won.

She was Joan Pflueger of Miami, who smashed 100 out of 100 clay pigeons to tie with four men, smashed 74 out of 75 in a shoot-off to beat them all. Now 18, Miss Pflueger (*above* with her mother) began trapshooting when she was 13, was a pupil of ex-Olympic Marksman Fred Etchen of Miami, who himself was a pupil of Annie Oakley. In addition to shooting, Miss Pflueger is fond of trumpet-playing and horses. She has one horse named Winchester which, she explains, she got when it was a colt.

CONTINUED ON PAGE 76

WHAT GIVES SOME WOMEN YOUNGER-LOOKING BEAUTY

Skin lipoids are needed at all ages



WISE MOTHERS tell their daughters many secrets—and how to use skin lipoids for younger-looking beauty is a very important one.

A beautiful skin is a young-looking skin—and the skin looks young only when it has a rich supply of balanced lipoids—a secret few women know.

One reason a baby's skin is soft and lovely is that it is rich in lipoids. But many things—time, illness, fatigue, overheated homes, too much sun and wind, yes, even work and worry—can rob your skin of beauty-giving lipoids... and gradually the skin can become dry, flabby, "crêpy"—and you look old!

TO BE BEAUTIFUL— YOUR SKIN MUST BE RICH IN LIPOIDS

Where can you get these beauty-giving lipoids? There is one beauty expert who can help you—FRANCES DENNEY.

FRANCES DENNEY offers you OILS OF THE WILDERNESS, a correctly balanced lipoid beauty preparation. OILS OF THE WILDERNESS can help transform a

face that looks tired and lined and fatigued into one which looks fresh and lovely. The lipoids are actually absorbed by the skin... and the lipoid-hungry cells fairly "drink" them up. You can feel the difference the first time you use OILS OF THE WILDERNESS.

OILS OF THE WILDERNESS gives your skin something it positively needs, and should have to look beautiful.

DO YOU NEED OILS OF THE WILDERNESS?

Ask yourself these questions: Do you look older than you want to? Is your skin dry? Are there any lines or wrinkles, a hint of sagging around the throat line or near the temples? Is there anything that takes away the fine look of your youth? Then, surely, you need OILS OF THE WILDERNESS... Today, begin to use OILS OF THE WILDERNESS and begin to look younger!

SPECIAL INTRODUCTORY OFFER

Frances Denney
OILS of the WILDERNESS

OILS OF THE WILDERNESS and other FRANCES DENNEY Beauty Preparations are sold at fine cosmetic counters everywhere. Buy OILS OF THE WILDERNESS at your favorite store, or write to FRANCES DENNEY, Philadelphia.

for a limited time...

\$5 jar for **\$3** plus tax



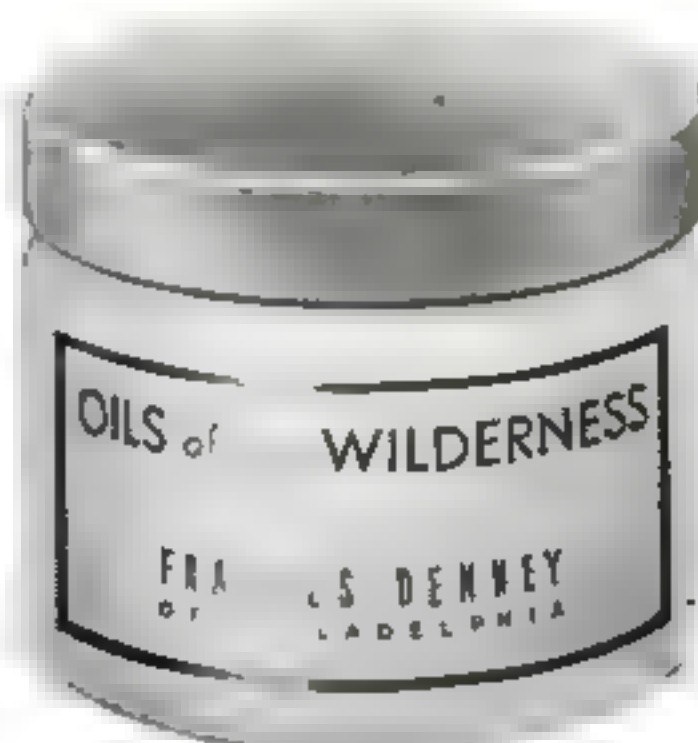
OUTDOOR WOMEN who face sun and wind have learned the benefits of skin lipoids.



BUSINESS WOMEN know the importance of younger-looking beauty. That's why so many use Oils of the Wilderness.



YOU ALONE know your age when you are devoted to Oils of the Wilderness.





are you still undecided? about Tampax •

Do you still have lingering, wavering doubts concerning this modern *internal* form of monthly sanitary protection? If so, remember you are not the first woman to be perplexed by unfamiliar ideas—from dental care to non-shift automobiles...remember also that *millions* of women have made the change-over to Tampax. Just ask *them* if they will ever go back to "the other"!

Doctor-invented Tampax is extremely simple. Made of pure surgical cotton of great absorbency, it comes to you already fitted into dainty disposable applicators that make insertion quick and easy. Your hands need not touch the Tampax and when it's in place you *cannot even feel it!*

No belts, pins or pads with Tampax—and no odor. No bulges or edge-lines can show through. Tampax is so small that disposal problems disappear—along with most of tenseness and self-consciousness common at such times.

Buy Tampax at drug or notion counters in 3 absorbency-sizes: Regular, Super, Junior. A full month's average supply will fit easily into your purse. Look for Tampax Vendor in restrooms throughout the United States. Tampax Incorporated, Palmer, Mass.



Accepted for Advertising
by the Journal of the American Medical Association

TAMPAX INCORPORATED LFE 11-90-W
Palmer, Mass.

Please send me in plain wrapper a trial package of Tampax. I enclose 10¢ (stamps or silver) to cover cost of mailing. Size is checked below.

() REGULAR () SUPER () JUNIOR

Name

Address

City State



A PROFESSIONAL FOOTBALL COACH'S OLD TEAM UPSETS HIS NEW ONE

For 31 years Earl ("Curly") Lambeau was head coach and general manager of the Green Bay (Wis.) Packers professional football team. Early this year, however, Lambeau suddenly left the Packers to become head coach of their arch rivals, the Chicago Cardinals. This so aroused Wisconsin football fans that they were unable to wait for the first Packer-Cardinal meeting, and thus a special preseason game was scheduled for

Aug. 16. Before the game Lambeau was presented with various tokens of esteem by Green Bay fans who still loved him, and then he settled confidently on the bench to watch his new team wallop his old one. However, the underdog Packers upset the Cardinals, 17-14, providing Lambeau with a miserable evening and the sports world with a perfect picture (*above*) of the distraught soul who has touted himself off a winner.



Speaking of Great Experiences...

“For a TREAT instead of
a TREATMENT
... smoke **Old Golds**”



OLD-TIME MAPLE FLAVOR



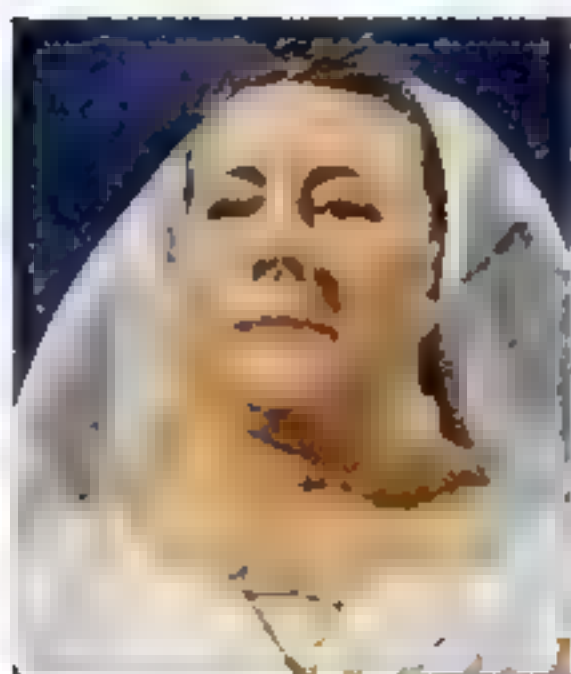
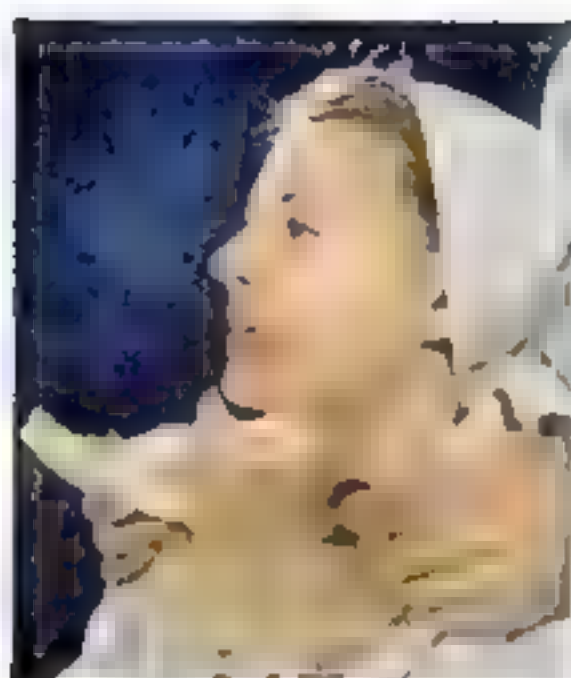
*A Product of
General Foods*



Delicious thought for a hearty off-to-school breakfast—or *any* meal! Hot blueberry pancakes topped with Log Cabin Syrup! Mmmmm! That rich, real maple flavor of Log Cabin is the result of a delicate, just-right blending of sugar and pure maple sugar syrups. One taste and you'll have visions of "sugarin' off time" in the North Woods! Get Log Cabin—in the familiar tin or handsome "Early American" bottle—today.



MOVIES



ROYAL JOWLS of spongy latex are fitted over Miss Dunne's chiseled features, then blended onto her skin with a plastic filer.

An American Queen

EXTRA CHINS HELP IRENE DUNNE PORTRAY VICTORIA

When American Actress Irene Dunne was chosen to play the proud, purselipped lady above for 20th Century-Fox's *The Mudlark*, to be shot near London, some critics were indignant, and one M.P. called it the greatest insult to Britain since Errol Flynn captured Burma singlehanded. Undaunted, Miss Dunne went right ahead, cheerfully submitted to a 90-minute daily make-up job in which she acquired a cosmetic latex chinpiece (left) to

resemble Queen Victoria in middle age. Although Miss Dunne complained that "I have to cut a strawberry in four pieces to get it down," the result was so imposing that when she walked on the set the British crew instinctively fell into the awed hush of subjects before their queen. Even the British critics agreed that Miss Dunne's royal impersonation, which is not so puffy-cheeked as Helen Hayes's *Victoria Regina*, was close to the real thing.

Motorola TV



Model 17F4 (above) and Models 17F3B, 17F2 (right), make up the Motorola accent trio of off-the-floor cabinets—decorator styled to harmonize with every room setting.



the winner

FASHION ACADEMY AWARD

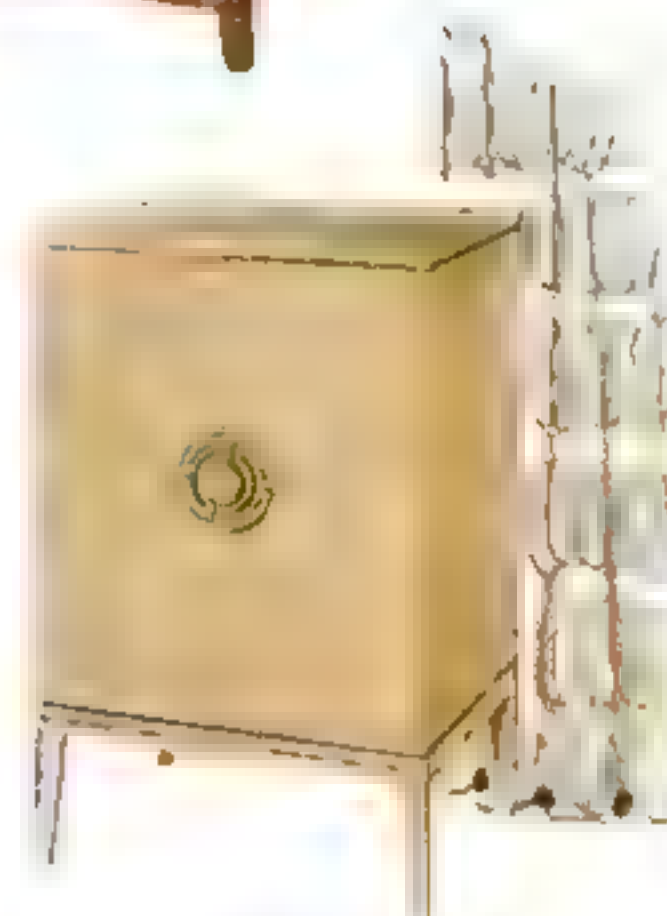
First in quality and value . . . now the recognized **FIRST IN FASHION!** Motorola TV has been awarded the coveted Fashion Academy Gold Medal "for fine cabinet craftsmanship and beauty of distinctive design."

**own a MOTOROLA...
and you know you own the best**

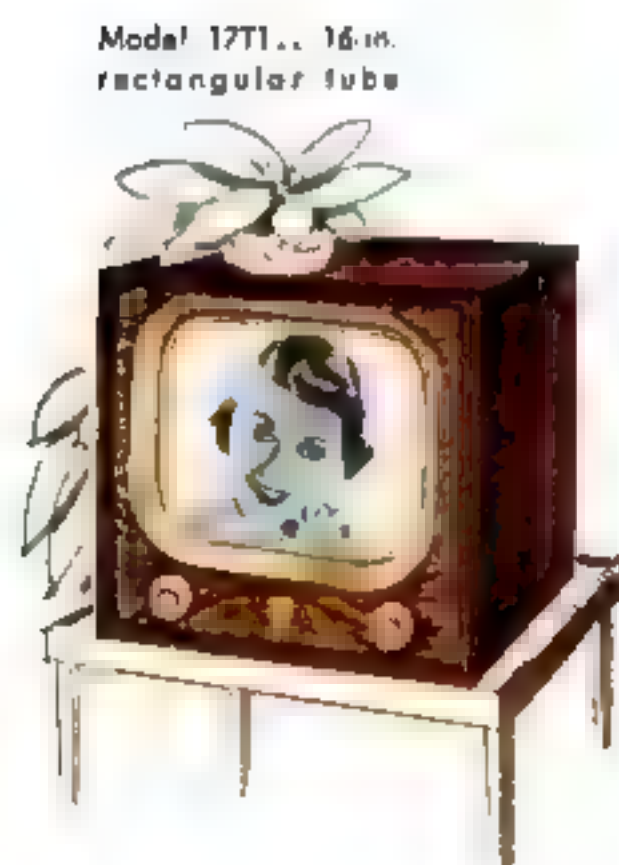
Not just television, but *Motorola* television. The difference is important to you. Motorola gives you **NEW, BIGGER TV** pictures . . . steadier, brighter than ever because of new, improved circuits . . . just 2 simple controls. **NEW** and improved Bilt-in-Antenna. And all yours at **NEW** low prices. Take your choice of 29 "Fashion Award" TV sets . . . from compact 14 inch table model to 20 inch combinations with **NEW** "Multi Play" 3-speed record changer and Golden Voice AM/FM radio.



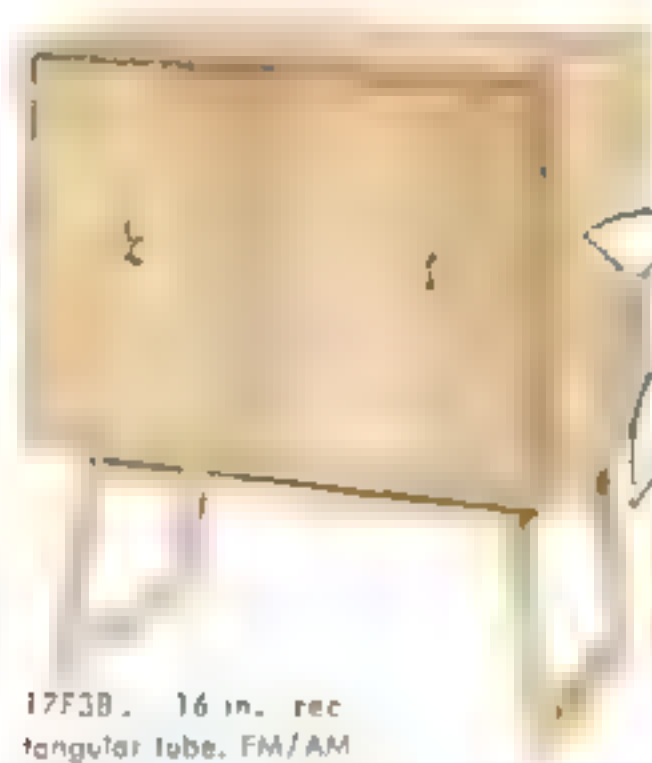
20F... huge 20-in. rectangular tube, FM/AM radio, 3-speed phono



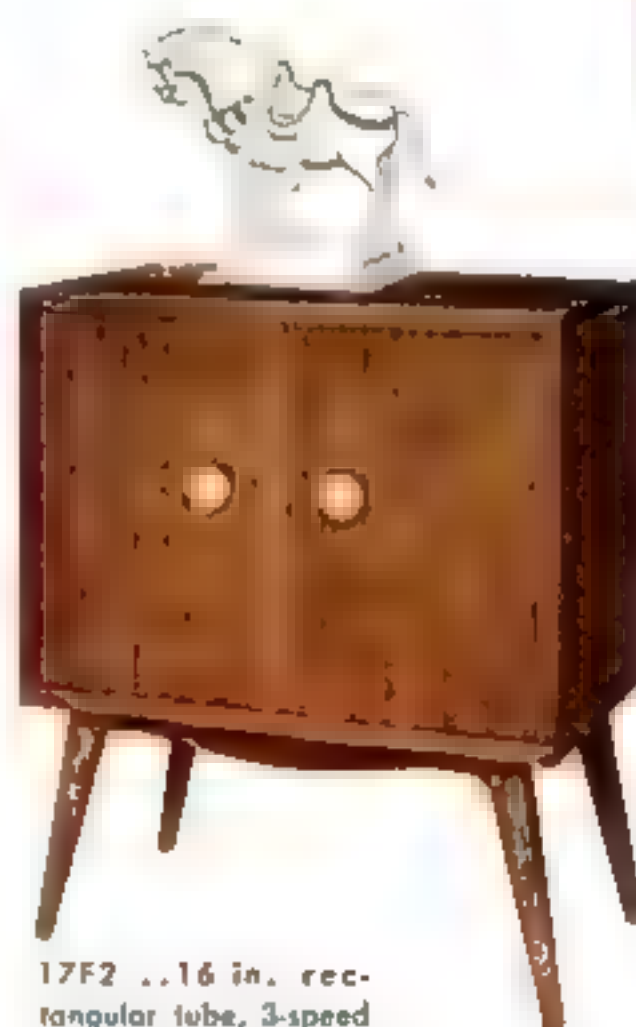
Model 17K3... 16-in. rectangular tube



Model 17T1... 16-in. rectangular tube



17F3B... 16 in. rectangular tube, FM/AM radio, 3-speed phono



17F2... 16 in. rectangular tube, 3-speed phono, FM/AM radio

Motorola TV

See your classified directory for name of your nearest Motorola dealer.
Specifications subject to change without notice



THERE'S A MOTOROLA TO FIT YOUR BUDGET...YOUR HOME...YOUR FAMILY

THREE
Ambassadors
of
good taste...



Corona Supreme
2 for 35¢



Perfecto Grande
15¢ each

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For smokers who want
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offer the outstanding purchase in
smoking pleasure. Select,
delicious, *ultra-mild*.

Robt. Burns

Guaranteed 100% Choice All-Havana Long Filler

Escape from Blindness



ALMOST TWO YEARS AFTER OPERATION, MRS. BROADLEY CAN NOW PLAY CROQUET WITH HER FAMILY

HOUSEWIFE REALLY HAS AN OPERATION TO TALK ABOUT: BLACK MASK, DAZZLING LIGHTS, SANDBAGS

by MARGARET E. BROADLEY

ONE Saturday morning almost two years ago I found myself going blind. Within five hours I was on my way to the hospital. I recall the doctor's saying that I had what he called a "detached retina," a tiny rip in the retina that had separated it from the eye wall. The most important thing, he said, was for me to get to the hospital immediately. Without the operation, I recall his adding, I would lose the sight of my left eye and, as in other cases, the same thing could happen to my right eye, resulting in total blindness. I recall more vividly, however, worrying about a pot of beans I had left on the stove, two unhousebroken kittens at large in the house and a weekend guest who had just arrived and was now helping conduct his hostess to the hospital.

I had some hazy notion that in a few days I would be about with a patch on one eye. Of course the doctor had said that I would be in the hospital for a month, that I would be able to do nothing at all for at least three months and that I would have to be extremely careful for many months after that. But I knew that with two young children and a husband hard at work in a government job I simply could not take the time to be sick for that long. I was quickly put straight, once I got settled in the hospital.

The nurse who brought me to my room had told me to undress and get into bed at once. I could not see at all out of my left eye and the other was such an unhappy combination of myopia and atropine that I groped around until I managed to get ready and then felt my way to the bed. It wasn't until I had gotten into it that I realized what was wrong. There was no pillow and the foot of

the bed had been raised high so that I lay on an uphill slant. While I was puzzling to myself about this a nurse came in. "Ready to be blacked out?" she asked gaily. Not having the faintest notion what she was talking about, I answered with an equally enthusiastic "Yes!"

She put drops in my eyes, placed bandages over each eye and fastened them down well onto my cheeks with what felt like Scotch tape. Over these she tied a stiff mask. To my groping fingers it felt like a miniature brassiere, and I could tell by feel that it covered my forehead to my hairline and left a small piece of nose jutting out below. After giving me strict orders not to move she left me alone.

"And don't cry!"

THE top of my head rammed against the bed head; the mask cut into my nose; the late lunch I had gulped in the hurry and excitement of going to the hospital churned about uneasily in my stomach and then moved up to burn somewhere in my chest. I rang for the nurse.

"This is new to me," I explained. "How long do I have to stay like this?"

"Until the operation and probably for a month or so more after that," she answered in that same calm, matter-of-fact tone. "You're scheduled for operation in about four days. Have to flatten out the retina first. You'll probably have to have your feet up for about 10 days after the operation. I can't say. All the doctors do differently. All you have to do is lie perfectly still without moving your head, and keep your eyes looking straight ahead. And for heaven's sake, don't

cry. That'll hurt the eye." She pushed a sandbag against each ear. "There. That'll help keep your head still. You mustn't move your head. And for heaven's sake don't blow your nose, cough or sneeze."

I had had discomforts and had known a number of times before that peculiar type of loneliness you experience when you are first left by yourself in a hospital room, but never before had I encountered anything that approached this. I am no superwoman and I never did enjoy feeling martyred. My first impulse was to rebel with an emotional tantrum—to kick, scream, sob. The thought of facing a month or more in this position, blinded, seemed more than I could bear. My heart ached for a look at my husband and children, and for a moment the forbidden tears welled.

I spent such a night as I will long remember; and while my body worked to adjust itself to its inanimate, slanted and blinded position, my mind was at work fighting emotion and self-pity and praying to God for strength and courage.

Even behind the mask, where night and day look the same, there is a different feeling about morning. Things seem brighter. My spirits lifted when I heard nurses chattering in the corridors, the rattle of pans in my room and the pleasant "good morning" of the nurse who placed a tray under my chin and put a tube to my lips. I thought it was water and swallowed before I realized it was mouthwash. "My toothbrush is in my dressing case over there," I volunteered helpfully, waving vaguely at the room. She laughed. "You're a detached retina, sweetie pie. We don't brush teeth. Six weeks from now maybe



It Keeps You Presentable Longer

★ Helps Make Beards Up to 47% Softer for Shaving!



★ Helps Heal Tiny Razor Nicks, Too!



you can brush your teeth if you're careful. We don't comb hair either. Careful! Don't move that head! Just let the mouthwash run out." With a towel she caught the stream trickling down my neck. "Hungry?" she asked. "Breakfast will be here soon."

During those first four days, the hardest, I think, of all, my husband was allowed to see me only for brief visits. He brought me a radio, but the hospital equipment interfered with the reception, so I gave it up. I missed reading. Since I had no eyes I had to devise a means of reading to myself. In my younger days I had memorized poetry and long passages from Shakespeare, for no reason except that my sister Alice and I had found it a game that made dishwashing go faster. At last I had a use for it; I could "read" to myself. In my strange, quiet world behind the mask I remembered Polonius giving advice to his son; I heard Portia extol the quality of mercy; I recalled Jessica, Viola, Olivia, Hamlet, Macbeth. Much of Browning, Shelley, Tennyson, Keats and Wordsworth came in scattered fragments, but I found I could do surprisingly well with Bryant, Whittier, Longfellow and Emerson. The Sermon on the Mount and some of the Psalms came to my mind in comforting bits. *Vanity Fair* and *Pickwick Papers* saw me through many long hours. One of the nurses told me later of another detached retina case, a music teacher, who spent her time seeing scores and playing the most intricate piano concertos in her mind.

World behind a mask

I must have been a sight as they placed me on the cart to go to the operating room, with my spikes of hair, black mask and short hospital gown. I remember I was still reciting poetry with one of the nurses who could match me stanza for stanza—as I went under. I have only a recollection of glaring lights, then of tubes rammed in my throat. When I regained consciousness I was back in my bed and another nurse was feeding me spoonfuls of cracked ice. I was startled now to find that behind the mask I was in a fantastic world. Before the operation I had had some of the visual disturbances common when you are blind-folded, but this was totally different. Before my eyes rose real scenes, set in a new world—scenes so breathtakingly lovely that for a moment I actually wondered if I had passed on during the operation—that this *was* another world.

CONTINUED ON PAGE 11

New contest!
New puzzle!
Bigger prizes!
More of them!

\$100,000.00 in CASH PRIZES

345	GROUP 1 (\$2 Donation Required)	GROUP 2 (\$5 Donation Required)	GROUP 3 (\$10 Donation Required)
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YOU may win as much as \$60,000.
 **345 prizes MUST BE WON!**

The prize money is already in the bank. Every penny of net proceeds (after payment of advertising and necessary contest expenses) goes to War Orphans Scholarships, Inc. You owe it to yourself and your children to try for your share of this \$100,000.00.

IT'S FUN...IT'S FAST...JUST FOLLOW THESE SIMPLE INSTRUCTIONS

1. Identify the four pictures. Each is a five-letter word, and must total 50 by the Table of Letter Values. You score 8 points for each picture correctly identified.
2. Complete the lines beginning with the initials F-O-R-T-U-N-E with letters of your own choosing. Each line must spell a word; or you may spell two words in the same line if you leave an empty square between them. Each line must begin with the initial letter already printed on it. If two words are used in a line, however, the second word may begin with any letter. Words must have exactly the number of letters as there are squares on that line, except that a line containing two words or a hyphen will have one letter less because of the open square. Words need not be related; no word may be used more than once.
3. Each letter has the point value shown in the Table of Letter Values. Try to get a high score by choosing words that count the most. But there is another way to increase your score—an exciting new BONUS feature.
4. The last square in each line is a BONUS square. Choose the correct name of any one of the pictures as your KEY word. Whenever a letter from your KEY word appears in a BONUS square it adds 15 points to your score. Each of the five letters of your KEY word can earn this bonus only once. BONUS points are in addition to the regular point value of the letter. You do not have to use all five letters of your KEY word; one of them will add 15

Notice how we filled in the last line with two words. We could have put down a single 10-letter word beginning with E and used all the squares. But by selecting two words,

Plus!

You'll find it's easy and real fun to improve your score, to play this fascinating puzzle like a game. Be sure to send your entry in time to qualify for that 1951 Mercury Convertible.

345
PRIZES TOTALING
\$100,000

3 PRIZE GROUPS

Win a Prize
in each group...

	GROUP 1 (\$2 Donation Required)	GROUP 2 (\$5 Donation Required)	GROUP 3 (\$10 Donation Required)
1st Prize	\$7,000.00	\$18,000.00	\$35,000.00
2nd Prize	2,000.00	5,000.00	10,000.00
3rd Prize	400.00	1,000.00	2,000.00
4th Prize	250.00	600.00	1,200.00
5th, 6th, 7th	Each 150.00	Each 500.00	Each 1,000.00
8th, 9th, 10th	Each 100.00	Each 200.00	Each 400.00
11th to 115th Prizes	105 more Prizes, Each \$10.00 \$1,050.00	105 more Prizes, Each \$30.00 \$3,150.00	105 more Prizes, Each \$60.00 \$6,300.00
TOTALS	\$11,450.00	\$29,850.00	\$58,700.00

OFFICIAL PUZZLE AND ENTRY FORM

NAME THEIR OCCUPATIONS

THEN COMPLETE THESE LINES

THEN COMPLETE THESE LINES

F _ _

O _

R _ _ _

T _ _

U _ _ _

N _

E _ _ _ _ _ _ _

Table of Letter Values

A . 8	J . 19	S . 17
B . 22	K . 25	T . 18
C . 20	L . 3	U . 4
D . 12	M . 14	V . 15
E . 5	N . 13	W . 27
F . 21	O . 6	X . 24
G . 10	P . 16	Y . 9
H . 23	Q . 28	Z . 26
I . . 7	R . 11	

THE PICTURES REPRESENT:

PICTURE SCORE
(5 for each identified)

WORD SCORE____
(Total of letter values)

BONUS SCORE
(15 for each letter of
Key Word used in a
Bonus Song.)

**TOTAL
SCORE** —

Select any two of above.

All of above blanks MUST be filled in.

To AMERICAN WAR ORPHANS CONTEST, Dept. A-10
Washington 13, D. C.

I enclose herewith \$..... contribution to the War Orphans Scholarships, Inc. Enter me in your contest. I have filled in the Official puzzle diagram above and have filled in the score I have achieved. My contribution is to enter me in the following prize groups: (Check which)

() Enter me in Prize Group Number 1. First Prize \$7,000.00. 1 enclaves contribution of \$2.

() Enter me in Prize Group Number 2. First Prize \$18,000.00. 1 enclaves contribution of \$3.

() Enter me in Prize Group Number 3. First Prize \$35,000.00. 1 enclaves contribution of \$10.

**To Be Eligible For
Mercury Convertible
Enter On or Before
October 18, 1950.**

OFFICIAL RULES OF THE CONTEST

1. \$100,000 in cash has been deposited in the Chase National Bank and will be awarded according to Official Rules, Instructions and Prize List to the contestants achieving the highest scores in the Official Puzzle solutions.

2. A contestant may enter any one, two or all three Prize Groups by sending the appropriate contribution with his or her entry fee for the first Group. If a contestant enters more than one of the three Prize Groups, he or she must enter the Contest. Any contestant may enter another Group or Groups by sending in, before the closing date, the additional sum or sums necessary.
3. Each Prize Group will be judged separately. The highest valid score in Group 1 wins the First Prize, the second highest valid score achieves the Second Prize and so on until all the prizes in the Group have been awarded. The solutions in Groups 2 and 3 will be similarly judged and the prizes awarded. A contestant may win prizes in more than one Group with the same solution.
4. This contest being nationwide, there are likely to be ties. If there are ties, then before any prizes are awarded for lower scores in a Group there will be reserved as many prizes as there are tied contestants in that Group. To break the ties a set of 3 tie-breaking puzzles will be sent to each contestant. The Judge will first judge the solutions submitted on Puzzle No. 1 of such a set. If the ties are not thereby all broken, the Judge will judge the solutions of Puzzle No. 2 of the remaining tied contestants and so on to Puzzle No. 5, if necessary. If the ties are not all broken by the first set of tie-breaking puzzles a second, third and, if necessary, a fourth set of 3 tie-breaking puzzles each, may be used. Each contestant will be required to have his solutions to the tie-breaking puzzles postmarked within a limited time, which may vary from 48 hours to 14 days, depending on the date of mailing, in the case of the first set of tie-breaking puzzles, and not less than 5 days nor more than

days for each additional set of 10-breaking puzzles required.

The tie-breaking puzzles will be similar to but more difficult than the original puzzles. Pictures or subjects for identification may be more numerous and less common, more and longer words may be required, the letter supply will not necessarily be the same in all letters of the words and alternative tables of letter values and bonuses may be included. If final ties remain after the fourth set of tie-breaking puzzles, each tied contestant will receive the full amount of the prize for which tied.

8. The contest is open to residents of the continental United States except employees of War Orphans Scholarships, Inc. and its closest associates, including its advertising agency, or members of their families. Anyone who has won \$500 or more in cash in any kind of any other puzzle contest prior to entering this contest, or who is a member of his or her family, is not eligible. We shall make every effort to enforce this rule. Each entry must bear a permanent home address in the continental United States to which all contest mail will be sent. We regret that this contest is not open to members of The Armed Forces on active duty, because of uncertain mail delivery. War Orphans Scholarships, Inc. should be notified immediately of any change in address but in no case can it assume responsibility for delivery of mail. Only one member of an immediate family living at the same address may compete.

4. All solutions must be submitted on an Official Entry Form. One Substitute Solution may be submitted without additional contribution, but only on the Official Substitute Form which will be sent, with an official entry number, to each contestant. Where more than one solution is submitted (each contestant may submit more than one entry if appropriate contribution is sent) the contestant's highest valid score will be considered in that Group or Groups only to which that solution is entered. A contestant may win only one prize in each Prize Group. A contestant will not receive a higher score than claimed any more than earned. Guesses does not count, but answers illegible

nuclear entries will not be accepted and all contributions accompanying such entries will be returned upon request after judging is completed.

7. Any word that fits may be used to fill in the squares (and to identify the pictures correctly) provided the word does not appear as being in a type which has a complete vocabulary entry in the Merriam Webster New International Dictionary, Unabridged, Second Edition (in 1947 or subsequent printing), on any page (Upper or Lower Section) within the Main Alphabetical Section of said dictionary. Abbreviations, contractions, word elements such as a prefix, suffix, or combining form, single letters of the alphabet, and parts of phrases such as sure in chop sure, are inadmissible unless they are also separately defined elsewhere in such section as independent words.
- A hyphenated word that fits may be used but each hyphen must occupy a square and such square will be without value. Two words may be used in any line of squares but the two words must be separated by a blank square which will be without value, and each word must separately comply with this rule.
- All entries must be sent by mail to: AMERICAN WAR ORPHANS CONTEST, Washington 13, D. C. and must be postmarked before midnight, November 10, 1950, and received before 5 p. m., December 15, 1950 to be eligible for consideration. However, sixty extra days are allowed for mailing and receiving of substitute solutions and of additional contributions to qualify for or transfer to another Group or Groups. War Orphans Scholarships, which are not the responsibility of the delayed communication, are forfeited if the communication is not being sent in the entry each contestant is required to be bound by the Official Rules and Instructions and, in any event, by the decision of the Committee on Awards on any and all matters affecting the contest.
8. Any contestant who accepts help of any kind from any other name family or household in completing the contest will be disqualified. Sworn statements to this effect may be required from all winners and every reasonable effort will be made to enforce this rule.

NOTE: You may enter any one, two or all three prize groups depending on the amount donated. The following shows how a contestant can qualify for the various prize groups:

Group No. 1 (\$7,000.00 First Prize) \$2 contributed.
Group No. 2 (\$10,000.00 First Prize) \$5 contributed.
Groups No. 1 and 2 (\$25,000.00 combined First Prizes) \$7 contributed.
Group No. 3 (\$35,000.00 First Prize) \$10 contributed.
Groups No. 1 and 3 (\$42,000.00 combined First Prizes) \$12 contributed.
Groups No. 2 and 3 (\$35,000.00 combined First Prizes) \$15 contributed.
Groups No. 1, 2 and 3 (\$50,000.00 combined First Prizes) \$17 contributed.

NOTE: Donations should be made payable to War Orphans Scholarships, Inc. Please send check, money order or postal note only. Do NOT send cash.

SIGNED

Name _____

(PLEASE PRINT PLAINLY)

Address

City

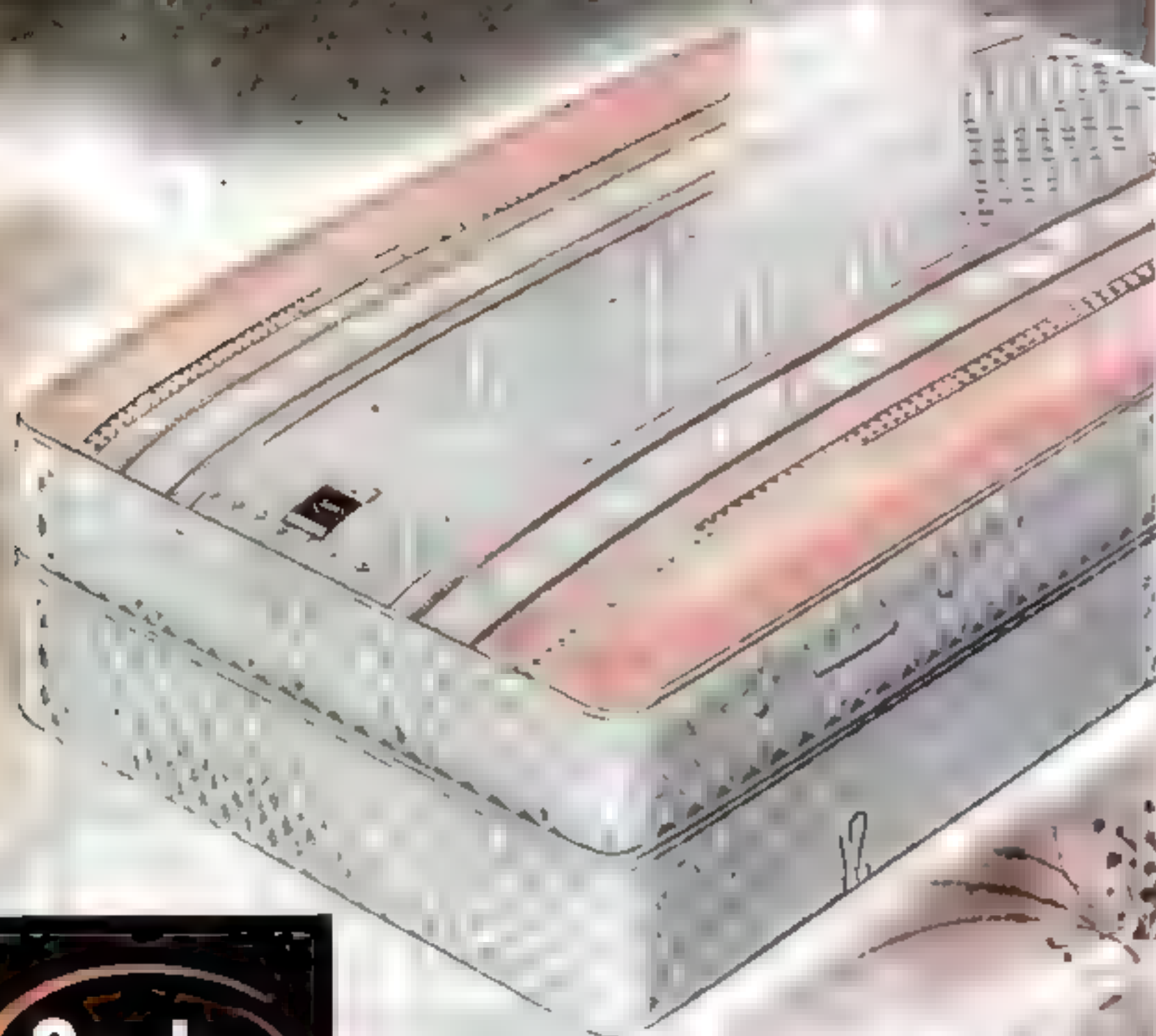
(ZONE NO. IF YOU KNOW IT)

Additional copies of this official puzzle and entry form will be sent free on request when accompanied by self-addressed, stamped envelope.

Perfect Sleeper



you sleep on it...not in it



Serta

"Perfect Sleeper"

AMERICA'S FINEST SMOOTH-TOP MATTRESS!

The completely-satisfying, more refreshing comfort of the "PERFECT SLEEPER" cannot be found in any other mattress. It is the direct result of a remarkable, ultra-modern innerspring construction which includes:

PATENTED "VITALIZED CUSHIONING"—gives live, more comfortable—more healthful support—allows you to relax completely.

EXCLUSIVE "UNI-MATIC" TUFTLESS CONSTRUCTION—provides a velvety-smooth, uniform sleeping surface without buttons, bumps or disturbing pressures—adjusts automatically to your size and weight.

LABORATORY AND X-RAY TESTS—prove the "PERFECT SLEEPER'S" greater comfort and more-healthful support, as recommended by leading doctors.

UNCONDITIONALLY GUARANTEED—against any defects caused by faulty materials, workmanship or construction.

Test these qualities yourself—at better furniture and department stores!

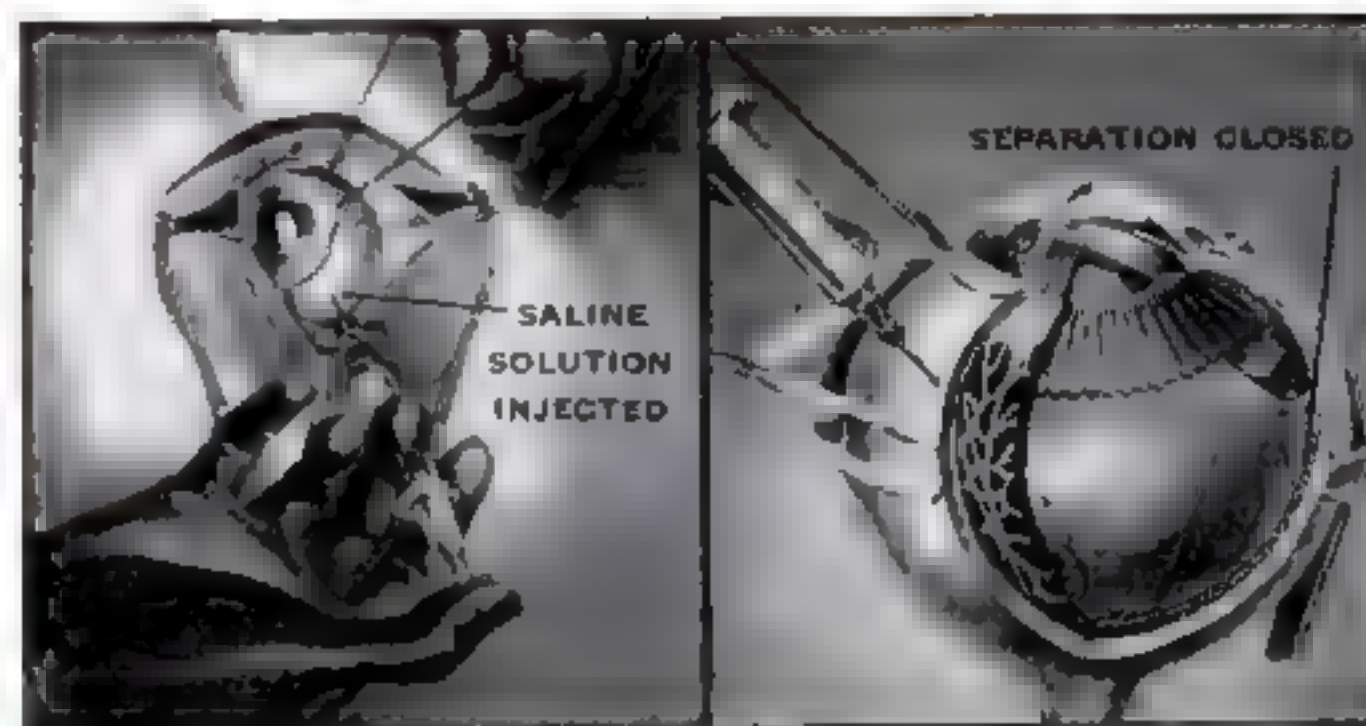
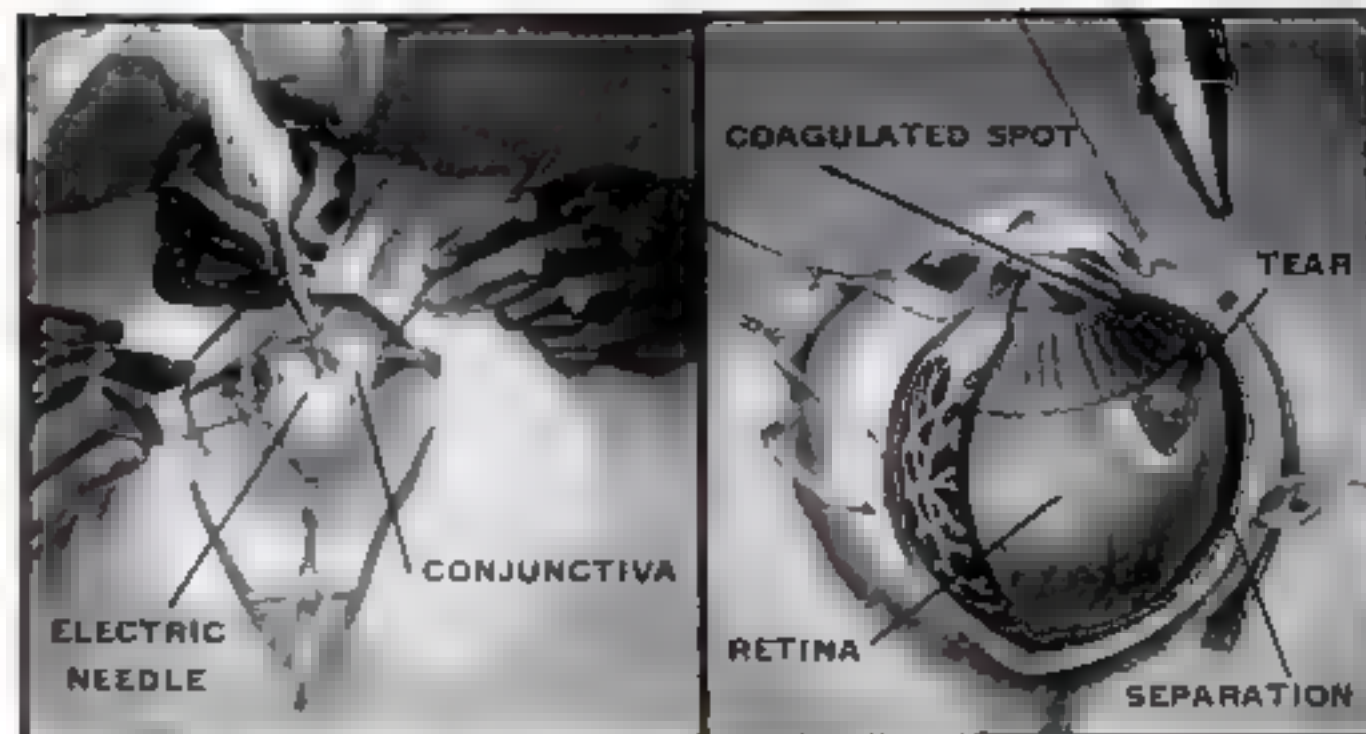
"Perfect Sleeper" Mattress and Box Spring

"Perfect Sleeper Imperial" Mattress and Box Spring

(with extra-luxury cushioning of SERTA-FOAM latex by FIRESTONE)

"SERTA-FOAM" Sleep Set, including all-latex Mattress and special Foundation complete
Canadian prices slightly higher. All prices subject to change without notice.

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© Serta, 1950



HOW OPERATION REPAIRS DETACHED RETINA

The human retina, like the film in a camera, is a light-sensitive membrane that records images focused upon it by a lens. It is attached only around its edges and at its center, but is held firmly in place against the wall of the eye by the slight outward pressure of the vitreous body—the clear, jellylike mass that fills most of the eyeball. Sometimes, as a result of injury or disease, the retina is weakened and a small tear develops in it. The tear causes no pain and at first has little effect on vision. But as time passes, fluid from the vitreous body oozes through this opening and spreads out behind it, separating the retina from the network of capillaries in the eye wall which supply its nourishment. Deprived of its blood supply, the separated part of the retina eventually dies and vision is impaired. If separation continues, the eye goes blind.

The delicate technique for reattaching the retina is shown in the two pairs of drawings above, each of which gives both a surgeon's-eye view and a cut-away view of the procedure. At top: after locating the tear by looking into the eye with an ophthalmoscope, the surgeon peels back the conjunctiva, or outer membrane. He then inserts the tip of an electric needle into the eyeball at a point estimated to be over the edge of the tear. The needle's current creates a small spot of coagulation on the inner wall of the eye directly under this point. The surgeon repeats this process, checking his position each time with the ophthalmoscope, until a ring, or "barrage," of spots has been formed on the inner wall around the periphery of the tear. Below: with a hypodermic needle he injects saline solution into the vitreous body, forcing it to expand and press the detached retina firmly against the ring of coagulated spots which then hold the edges of the tear like drops of glue. Fluid trapped behind the replaced retina is drained off through a small opening in the eye wall. The conjunctiva is stitched up. If the barrage holds, vision is restored and the eye is saved.

ESCAPE FROM BLINDNESS CONTINUED

When I told this to my nurse she said that everyone has visual disturbances with this operation, although people are affected in different ways. Some persons don't see colors, but find themselves in a subdued gray world of odd shapes and forms. I told her about the pictures and how beautiful they were, and she assured me that I was fortunate. She had had patients who had seen horrible things. One had seen black cats the size of horses; before the nurses could stop him he had tried to climb up the bathroom pipes to escape. The lights gradually diminished in intensity and after a week or so became more bearable. By the end of the second week the pictures had lost some of their recognizability as scenes and had turned into kaleidoscopic forms of brilliant and magnificent design. I saw brocade fabrics, filigreed jewelry, wallpapers and mosaics of indescribable beauty.

Three weeks after the operation I was fitted for pin-point glasses. When I was told I would get my pin-points I had an idea they would have a tiny peephole for each eye and at last I would be able to see at least a little something. When the doctor removed the bandages and slipped on the pin-points my heart sank. The left side was

CONTINUED ON PAGE 80

Now—to introduce you to wonderful **PYREX FLAMEWARE!**

**SAUCEPAN
SPECIAL!**

Get-acquainted prices
—30 days only—

September 10, 1950—October 8, 1950



1-qt. size, regularly ~~1.95~~
Special price only **1.59**



1½-qt. size, regularly ~~2.25~~
Special price only **1.89**

*2½ times as strong as
ordinary glass!*



2-qt. size, regularly ~~2.45~~
Special price only **1.98**

Try these saucepans or any
other

PYREX FLAMEWARE
BRAND

for 30 days*

YOUR MONEY BACK

if it doesn't beat anything you
ever used for top-of-stove cooking!

* If you don't agree, return the utensil to the store where you bought it within one month after purchasing, and your money will be gladly refunded. This offer expires November 10th, 1950.



**PYREX FLAMEWARE
PERCOLATOR**
4-cup size \$2.45
6-cup size \$2.95
9-cup size \$3.45



**PYREX FLAMEWARE
TEAPOT**
6-cup size \$1.95



**PYREX FLAMEWARE
DOUBLE BOILER**
1½-qt. size \$3.45

USE PYREX FLAMEWARE ONCE—AND YOU'LL ALWAYS USE IT!

Pyrex Flameware and Ovenware are backed by a
two-year replacement offer against heat breakage!

- You can see what's cooking without lifting the lid.
- Use each piece a dozen ways.

- Cook, serve, store in the same dish.
- Easy to keep shining clean.

NEW!

Get wonderful Pyrex Ovenware, too!



**PYREX CASSEROLE
SET** \$2.95
1½-qt. covered casserole
and four 7-oz. ramekins.
Red or yellow. Gift boxed.



**PYREX ROUND CAKE
DISH** 59¢



**PYREX "FLAVOR-SAVER"
PIE PLATE** 59¢



PYREX COLOR BOWL SET
4 bowls nest \$2.95



Buy at your nearest Pyrex Ware counter today!

"Corning," "Pyrex," and "Double-Tough" are trade-marks in the U. S. of Corning Glass Works, Corning, N. Y.

A Product of Corning Glass Works

1/2 PRICE SALE!

while they last!

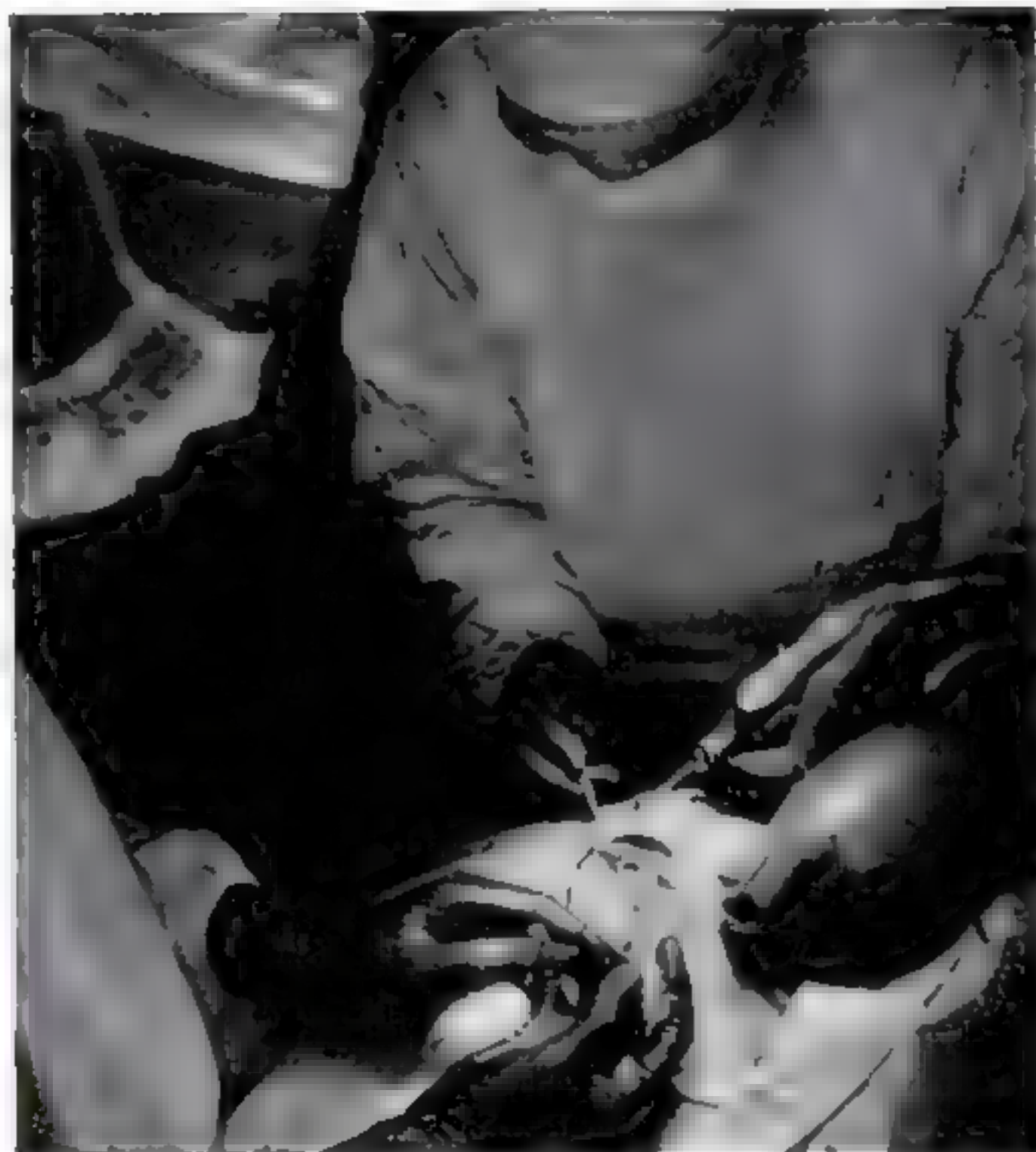


PATENTED!

Only tooth brush in the world with smooth, round-end Pro-lon bristles... designed to be gentler, kinder to your gums! Each brush is packed in its own shatter-proof "Travel tamer".

You get one 50¢ tooth brush at half price when you buy one at the regular price!

- **Even the backs of back teeth!** PRO-phy-lac-tic's famous end-tuft is specially designed to get at hard-to-reach places for efficient and thorough cleaning.
- **Gentler to your gums!** Patented round-end Pro-lon bristles are an exclusive advantage of PRO Brush! Won't scratch!
- **Light for morning... dark for night!** PRO Brush combinations are conveniently packed "one light; one dark".
- **Buy now, save money!** Stock up bathroom, guestroom, overnight bag now, while this big-saving sale is still on! Offer good only in Continental U. S. A. and Hawaii. Pro-phy-lac-tic Brush Company, Florence, Mass.



FINAL STEP IN OPERATION comes when the surgeon pumps saline solution into the eyeball, which is exposed through a hole in a sterile sheet. An assistant (foreground) tests the eyeball's hardness to check rising pressure inside eye. Operation was performed at Manhattan Eye, Ear and Throat Hospital.

ESCAPE FROM BLINDNESS CONTINUED

completely blacked out. In the right side there was the barest pin prick in the solid black glass, put there to help me keep my eye looking straight ahead. The goggles were made to fit so no other light could come in. By now the blocks had been removed from the bed, so I no longer lay on an uphill slant. But I was still flat on my back. Looking at the ceiling I could see a tiny grayish moon. That was to be my eyesight for the next few months, and again I had to fight back the tears. Then I became ashamed. I knew now what it is to be blind, and I was one of the fortunate ones who would see again.

When I heard that in a few days I was to make the grand tour down the corridor I looked forward to it with genuine dread. Besides the uncertainty of blindness, I knew I must not stumble, for a jolt would mean disaster. I prayed that the nurses who would hold me would be strong. I knew that it could be done for I had heard the other detached retina case make his initial tour the day before. I had heard a slow shuffle, nervous laughter and nurses joking with him and calling him "Moses." I remember realizing that men undergoing this operation cannot be shaved.

Mask for Halloween

I MADE two nerve-racking excursions down the corridor before I was allowed to go home. Since I have never seen the corridor I wonder if it is really as long as it seemed. I had begged to go home for Halloween. I knew the children would get a kick out of my arrival home on that day, particularly in my black mask. Lying in the ambulance, masked, I was driven slowly and carefully all the way from the hospital in Washington to my home in Kensington, Md., a distance of about 10 miles. I was carried on a stretcher upstairs to my bed. Although I could not see, I could feel and I could hear. There was the delicious sensation of being in familiar surroundings, the sound of excited happy voices of those dearest to me, that wonderful feeling of being home.

I was to stay in bed most of the time, but I could sit up at intervals, and I could practice walking with a pair of good strong arms for support. During the day I could wear the pin-point glasses they gave me in the hospital, but I still had to wear the mask at night. I could not bend over or try to look down; I had to keep looking straight ahead. I could not sneeze or cough. I could not stumble or get any jolts. I still had to eat soft foods and still had to be fed.

About 10 days later my husband helped me down the stairs and I ate at the table with the family. Even if I couldn't see I was determined to feed myself. After the food was cut up I lifted my plate

CONTINUED ON PAGE 82

Look for this sign...
Get this Amazing
Car Beauty Treatment!



New Du Pont Spray Glaze OUTSHINES...OUTLASTS

outdoes the best wax job... yet costs no more



IT'S THE AMAZING new automobile beauty treatment that's sprayed on... from bumper to bumper. Du Pont Spray Glaze (patent applied for) is a completely new product of Du Pont chemistry. It is not a paint—not just a polish... not just another wax. Applied by a professional operator with a high-pressure spray gun, Du Pont Spray Glaze is available now at many service stations and car dealers.

Complete protection; brighter gloss! This new process puts a hard, durable glaze on every inch of the finish... including chromium and those quick-to-rust spots seldom reached by ordinary waxing and polishing. Spray Glaze brings back "show-room" shine on old finishes... gives new finishes almost unbelievable lustre!

Lasting, all-weather treatment! Du Pont Spray Glaze keeps your

finish shining despite tough weather punishment. A few flicks with a soft cloth take off ordinary dust; a quick washing brings back the gleam on badly spattered finishes.

For a brighter, longer-lasting shine... more complete protection... treat your car to Du Pont Spray Glaze. Look for the Spray Glaze sign in your neighborhood! E. I. du Pont de Nemours & Co. (Inc.), Wilmington 98, Delaware.

ASK YOUR CAR DEALER OR
SERVICE STATION TO APPLY

**DU PONT
SPRAY GLAZE**
(PATENT APPLIED FOR)

*Here's what the Du Pont
Spray Glaze process includes:*

1. Washing your car with dirt-dissolving Du Pont Car Wash.
2. Thorough pre-cleaning with safe, approved Du Pont Spray Glaze Cleaners.
3. Complete bumper-to-bumper protection with brilliant Du Pont Spray Glaze.

SPRAY GLAZE is the newest addition to Du Pont's famous No. "7" Line.

BETTER THINGS FOR BETTER LIVING...THROUGH CHEMISTRY



New!

HOPALONG CASSIDY RADIO

by Arvin

\$16⁹⁵

With Lariatenna
Underwriters' Listed



William Boyd as
Hopalong Cassidy,
Idol of American kids!



Model 441T



Corrals every big feature!

- ☆ Superhet circuit
- ☆ Alnico speaker
- ☆ Four tubes (including rectifier)
- ☆ Power a-plenty
- ☆ Safe for kids!
- ☆ Guaranteed for one year!

Crashproof! Shatterproof! A real big-performing radio!

IT'S ready now, men! The range-riding, square-shooting Hopalong Cassidy Radio—specially designed and built by Arvin for the followers of today's greatest Western hero. It's a full-size radio 8¼" long, 5½" wide, 3½" deep. It's a handsome job in choice of fire red or jet black cabinet with satin silver-toned front. And if it gets knocked off the table during a rough frontier fracas, just pick it up and play it—the cabinet is crashproof! You'll be delighted with the way it brings in all your favorite radio shows, especially Hoppy's! So hit the trail to your dealer now, and hear the great new Arvin Hopalong Cassidy Radio!

Arvin Industries, Inc., Columbus, Indiana
(Formerly Noblitt-Sparks Industries, Inc.)

ESCAPE FROM BLINDNESS CONTINUED

to a level with the pin-point and caught something with a fork. It was untidy, but I was too happy to care.

I never did see my hair but I could tell by feel how matted it was. One of my sandbags had sprung a leak in the hospital and my hair was caked with it. I dreaded a shaved head, yet I knew my hair could not be pulled at all. My husband would let no one touch it, and one evening he decided he would tackle it himself. I marvel at his patience. He sat for three hours, separating each hair, and by some miracle managed to get it smooth. It felt wonderful, even though I knew I couldn't get it washed until Christmas time. I was allowed to brush my teeth gently, too. If you have ever gone six weeks without brushing your teeth you can understand how good that felt.

My strength returned slowly because I had to sit and lie still so much of the time. I sat most of the day staring at the little moon, and at night went back to the mask and the strange little world behind it—a world that by now was only a dome filled with black and silver designs studded with turquoise stones. The blazing lights were a thing of the past.

The children took an excited and protective interest in all these proceedings, and hurried home from school to talk and read to me. A wonderful older sister had come from the West to run the household and help me around. Then one day I found I could pick out old tunes on the piano, tunes I hadn't played since the 1920s, and which, of course, are now popular. That gave me something definite to do that required neither sight nor much exertion.

As a Christmas present I was allowed to wear my old glasses, leave off the mask at night and move my head from side to side to sleep. As a special treat my hair was washed in the bathtub. Because the pupil of the eye that had been operated on was to be kept fully dilated by drops for another six weeks, my general vision was definitely queer. Everyone looked tall and skinny, with elongated heads ending in a peak. But it was a thrill to see my family, friends and familiar surroundings even though they looked quite unfamiliar.

In early January I took over the household with part-time help. I wanted to have to do things again, even if many things had to be left undone. If I dropped anything it had to wait until someone could pick it up for me—and I dropped a lot of things because I was still weak and I had little conception of distances. I can't count the times I thought I was breaking an egg into the skillet and instead was breaking it onto the floor. For Valentine's Day I was fitted for new glasses and I was told I could now let the pupil begin its return to normal size. That meant also that I could get out of captivity—I could see a movie, go to church, read a little, go to a few parties. But I still had to be very careful.

Today I find I can lead a fairly normal life. It is true I can't do all the things I used to do. I can do no strenuous lifting, bending over or stretching. And I still have some distortion of vision, a condition that will never disappear completely. But I am so grateful that I am not blind that this matters little to me. Looking at me you would not know anything had happened. My only scar, if you could call it that, is a cauliflower left ear—a reminder of my bout with the sandbags.



NEARLY RECOVERED, Mrs. Broadley is none the worse for operation. Hair covers sandbag-battered ear.

everything you ever wanted

...in a sweater!

"Nylofleece"

the finest wool
and nylon too!

this is it...nylon made richer by the addition
of finest wool...the marvelous blend
that Jantzen invented to make a sweater
elegant, soft-as-cashmere, easily
washable, fast-drying. In the most
beautiful colors (see them at left)
...new short cardigan 10.95.
short-sleeve slipover 7.95
...at most stores

"100 proof"

a man's fabric!
a man's sweater!

this is it...the richest, springiest, warmest,
sheep-soft genuine worsted that ever left
Australia...making a sweater "100 proof"
in every detail. Have it in this thoroughbred
pullover at 10.95...it has cashmere-type
neckline, is full-cut for action. Ten
handsome colors (see them at
right)...at most stores

Jantzen
makes the finest
sweaters

Jantzen Knitting Mills, Inc.
Portland 4, Oregon
Branch Plants all over the World

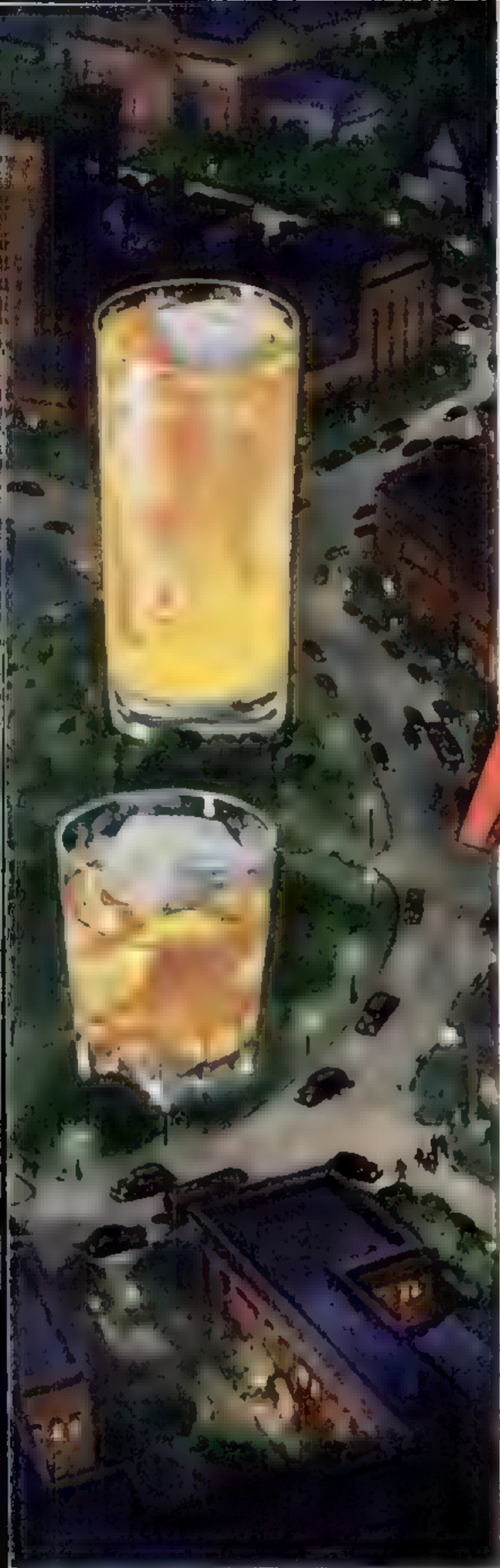


ALL ROADS LEAD TO

America's Favorite Seven

Fold up your "Road Maps"! Put away your "Route Directions"! Just let *your own good taste* guide you

to Seagram's 7 Crown — America's favorite whiskey for making America's 7 favorite whiskey drinks.



Say **Seagram's** *and be* **Sure**

Seagram's 7 Crown. Blended Whiskey. 86.8 Proof. 65% Grain Neutral Spirits. Seagram-Distillers Corporation, Chrysler Building, New York



Orange + lemon + lime
+ pineapple + cherry
= Delicious 5-flavor
Life Savers



Only 5¢





AN OLD JUNK DEALER, WHO NEEDS MONEY TO PAY A VETERINARY FOR TREATING HIS DOG, PRINTS SOME ON HIS LITTLE PRESS AND HANGS IT UP TO DRY

THE CASE OF THE KINDLY COUNTERFEITER

The man who held the Secret Service at bay with 40 amateurish dollar bills a month is hero of a new movie

Counterfeiting is one of the least profitable industries in the U.S., thanks to a large and super-efficient Secret Service which generally takes less than a year from the turning up of any piece of queer (or stuff or phony) to the incarceration of its maker. But one man, known only as 880, after the number on his file in Washington, kept the best minds of the service at bay for 10 whole exasperating years. Exasperating because for one thing his operations were so puny—he passed only \$1 bills, and only about 40 of them a month. And for another thing he was, in a manner of speaking, so stupid: he used ordinary bond paper instead of the Treasury's special stock; his engraving was poor, his printing blurred and he even misspelled the word Washington as Wahsington (right). But for 10 years these laughably amateurish fakes were accepted month after month by sharp-eyed cashiers and businessmen located in a great circle

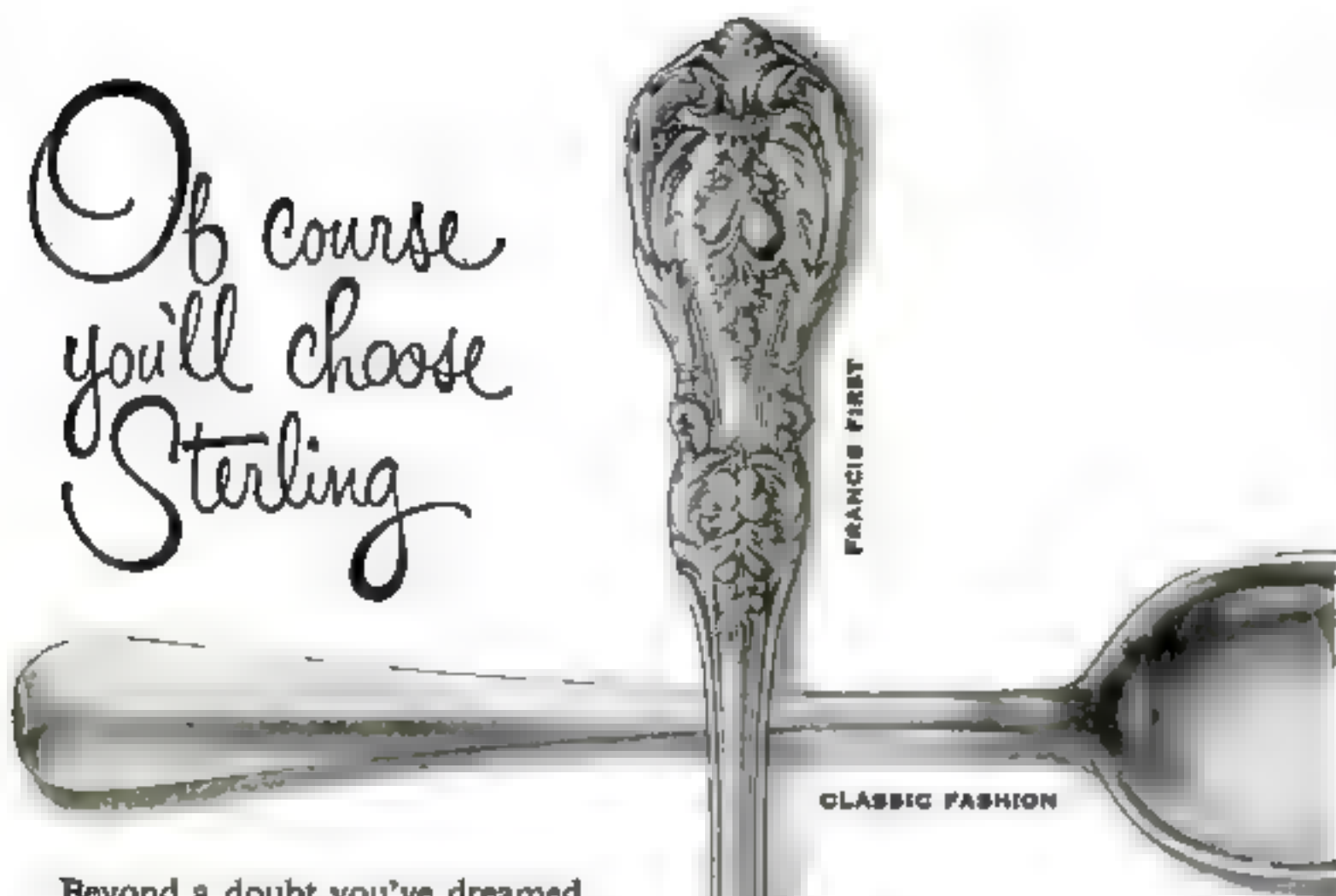
whose center was somewhere on the upper West Side of New York City. There, in 1948, "Old 880" was finally caught—quite by chance—some time after he had stopped making the stuff. He turned out to be a mild-mannered ex-janitor who had taken to counterfeiting simply because it was the easiest way of making the little money he needed to keep up his modest way of life.



MISSPELLING was across seal of Mr. 880's bills. For 10 years no one refused any of them.

This actual case was the subject of a series of articles by St. Clair McKelway in *The New Yorker* last year. As made into a movie, *Mister 880*, there is a lot of tedious love stuff added. But there is plenty of interest and charm left in the central figure: the kindly, cautious, considerate old counterfeiter, played with obvious glee by 75-year-old Edmund Gwenn. He makes the man so gentle and kind that by the time he comes to trial (p. 100) it is hard to remember he is a criminal. He is possibly the most likable lawbreaker since Robin Hood.

Of course
you'll choose
Sterling



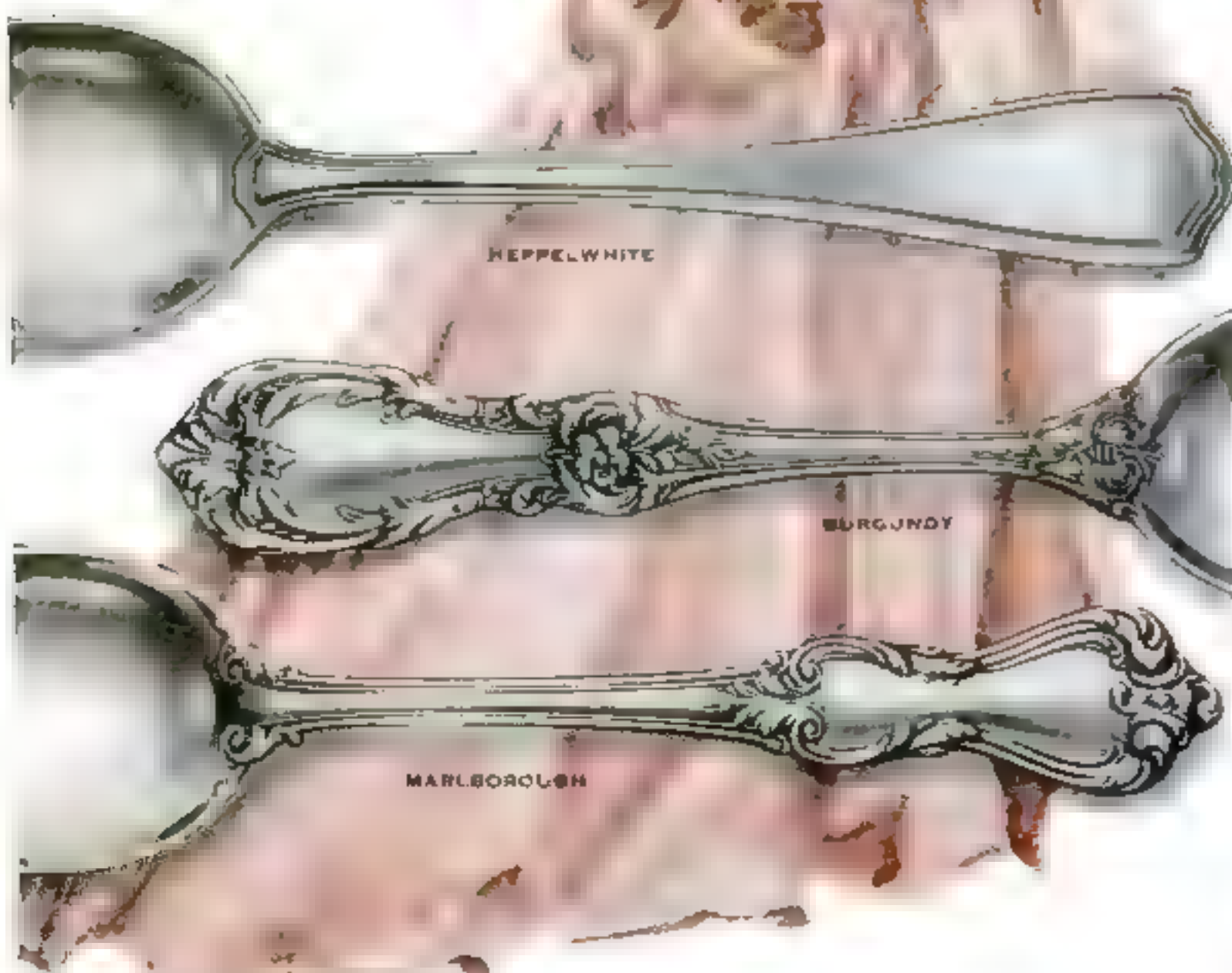
Beyond a doubt you've dreamed of beautiful solid silver for your table . . . the enduring loveliness of an authentic Reed & Barton design. One of the many famous Reed & Barton patterns is destined to bring you years of special pride and pleasure, for the name Reed & Barton on sterling is your assurance of master craftsmanship and lasting satisfaction.

REED & BARTON

STERLING MADE BY ONE OF THE WORLD'S LEADING SILVERSMITHS — ESTABLISHED 1824

6-piece place settings approximately \$24.50 to \$33, including tax, at leading stores.

Helpful Hostess Hints: For fascinating booklet, "How To Be A Successful Hostess," send 10c to Box 990 LF, Taunton, Mass.



"Mister 880" CONTINUED



MR. 880'S NEIGHBOR (Dorothy McGuire) purchases old spinning wheel from him for \$5. As change, he slips two counterfeit dollar bills into her bag.



MR. 880'S RECREATION is apt to be a ride on the roller coaster at Coney Island with some kids from his neighborhood—paid for with counterfeit bill.



MR. 880'S END as a counterfeiter draws near when he finds clever Secret Service men have plotted out probable routes, distributed warning circulars.

CONTINUED ON PAGE 99

**This mud-pack
was no
beauty
treatment!"**

says IRENE DUNNE,
co-starring with FRED MACMURRAY
in RKO's "COME SHARE MY LOVE"



WE SPENT FIVE HOURS REHEARSING AND RETAKING THIS SCENE IN "COME SHARE MY LOVE." THE COLD, WET MUD LEFT MY HANDS TAUT AND ROUGH...



SCRATCHY, dusty hay rasped and dried my hands in another scene...



THIS DUST-STORM sand-papered my hands and face 'til they stung...



BUT JERGENS LOTION smoothed and softened my skin...



SO IT WAS LOVELY in romantic close-ups with Fred MacMurray.



BEING LIQUID, Jergens Lotion is quickly absorbed by thirsty skin.

**CAN YOUR LOTION
OR HAND CREAM PASS
THIS "FILM TEST"?**

To soften, a lotion or cream should be absorbed by upper layers of the skin. Jergens Lotion contains quickly-absorbed ingredients doctors recommend — no heavy oils that merely coat skin. Proof? Water won't "bead" on hand smoothed with Jergens Lotion (left hand) as with a lotion or cream that leaves a heavy, oily film (right hand)

YOU CAN PROVE it yourself with the simple test described above...



YOU'LL SEE why Jergens Lotion is my all-over beauty secret...

**Jergens
Lotion**

used by more women
than any other hand care
in the world

still 10¢ to \$1 plus tax

AND IS USED by Hollywood stars 7 to 1 over other hand cares!

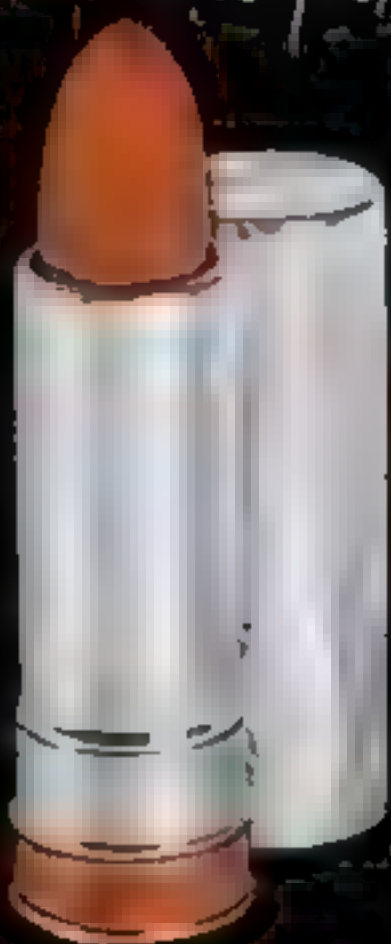
BY APPOINTMENT
PERFUMERS TO
H. M. QUEEN MARY
YARDLEY LONDON



Brighten your lips with *Holly Red*, the light,
right lipstick shade for fall...
in Yardley's creamy-smooth,
stays-on new lipstick
that comes in a majestic case

Eight other smart shades to choose from, too. \$1, plus tax

YARDLEY Lipstick



Yardley products for America are created in England and finished in the U.S.A. from the original English formulas, combining imported and domestic ingredients. Yardley of London, Inc., 620 Fifth Avenue, N.Y.C.

"Mister 880" CONTINUED



MR. 880 TAKES "COUSIN HENRY," HIS PRINTING PRESS, TO BE BURIED

HIS CONFESSION WAS AS ARTLESS AS HIS COUNTERFEITING METHODS



MR. 880 AT HIS TRIAL

Mr. 880's bland combination of shrewdness and innocence goes on plaguing the forces of justice just as much after his capture as during the 10 years of chase which preceded it. When a Secret Service man asks him, in a pre-trial examination, "Tell me this, Mr. Miller, did it ever occur to you that this was like stealing? That every person who accepted a counterfeit from you suffered a loss?" he replies thoughtfully, "Well, it wasn't much. You see I never gave anyone more than one bill. . . . And then I'd always buy something from them. They'd make a profit on that—so that loss wasn't too great. Less than a dollar. I'm sure nobody minded it." When it is

pointed out to him that, since he served with distinction in the Navy in World War I, he could have been supported by the government in a veterans' home, he says, "Oh, no. Goodness, no. I thought about that. I looked up the records. It costs the government \$82.50 a month for each inmate. I didn't need over \$40-\$50. Saved the government a lot of money. Yes, indeed, quite a bit."

When he comes to trial he pleads guilty to the charge with equanimity, refuses offer of counsel. When the judge asks him if he is not disturbed about the idea of going to jail, he replies lightly, "I've never been there, Judge. . . . Probably a lot of nice people there." The only thing that does disturb him is the reading of the indictment: the United States of America vs. William Miller. "That's a tremendous amount of people to have against you," he says earnestly. "I've got a lot of friends—I'm sure *they're* not against me."

One of the friends turns out to be the Secret Service agent who arrested him, and on his recommendation society makes its peace with Mr. 880 cheaply. Details of the trial in the movie are a free elaboration of the historical record; but the penalty given the old counterfeiter is exactly the one given in real life: a year and a day in jail (eligible for parole at the end of four months) and a fine of one (genuine) dollar.



Backboon! Just the bra for the new sleeveless blouses and dresses. If you wish, the back-elastic can be tucked completely out of sight and fastened by its hook to your girdle. Exquisitely embroidered white nylon marquisette. \$3.50. Bra #2231.



At last—a halter! A tiny, adjustable strap halters the loveliest lace-on-nylon bra you could ever imagine. Two long, light straps fasten in front... baring you to be beautiful! White \$5.00. Bra #2210.

You'll see yourself in a new light, lovely!

The sheer magic of Warner's fabulous new bras

An angel must have dreamed them! They're so heavenly sheer! So bewitchingly beautiful! So delicately frosted here and there with touches of dainty lace. They're Warner's newest nylon bras... no longer wishes away.

And, of course, yours will be yours alone in your very own 3-Way-Sizes. At finer stores.

1. Your Warner's is your cup size... true-to-the-letter, perfect cup-sizing A to D.

2.... and your band... no bands, narrow bands, deep bands or elastic bands... every one with the snug-hug you love.

3.... and your uplift... whether you like a little lift or a lot you can have your own way in Warner's lovelies.



Taffeta a la marquisette! Whisper-weight nylon tissue taffeta topped with embroidered marquisette for a lovely, rounded lift. Pink, black or white. \$3.50. Bra #2299.

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A'LUKE® • STA-UP-TOP® • "FREE-LIFT"

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New York 16, Chicago 6, San Francisco 2



Best seller! Millions love it! Nylon tissue taffeta with filmy French stitching under the cups. Small elastic gores for breathe-easy comfort. White only. \$2.50. Bra #2195.



Nylon with a notion! We have an idea you love the wispy-sheers but like a little firmer control. It's yours in white nylon tissue taffeta with French-stitched undercups. \$2.50. Bra #2146.



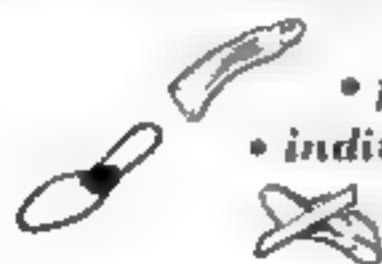
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fashion approves



Selby ARCH

This is your finest opportunity to select your entire Fall wardrobe of wonderful Selby ARCH PRESERVER Shoes. Dressy, tailored or sport—they prove that shoes can be both smart and comfortable.

You'll find a complete size and color range, real quality, fit and value at your local retailer's during Selby ARCH PRESERVER Week, September 11 to 16. And you'll find comfort beyond compare for your walking pleasure because only Selby ARCH PRESERVERS give you all three of these famous features:



- patented steel arch bridge for firm support
- individually placed metatarsal pad for comfort
- flat innersole for comfort-plus

For store nearest you, write The Selby Shoe Company, Portsmouth, Ohio
See the new Selby ARCH PRESERVER Casuals at \$10.95 to \$12.95, slightly higher in western states.



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JOUE



LORIS



MARIUS

SELBY ARCH PRESERVER WEEK

September 11 to 16

PRESERVER Shoes

\$13⁹⁵ to \$18⁹⁵

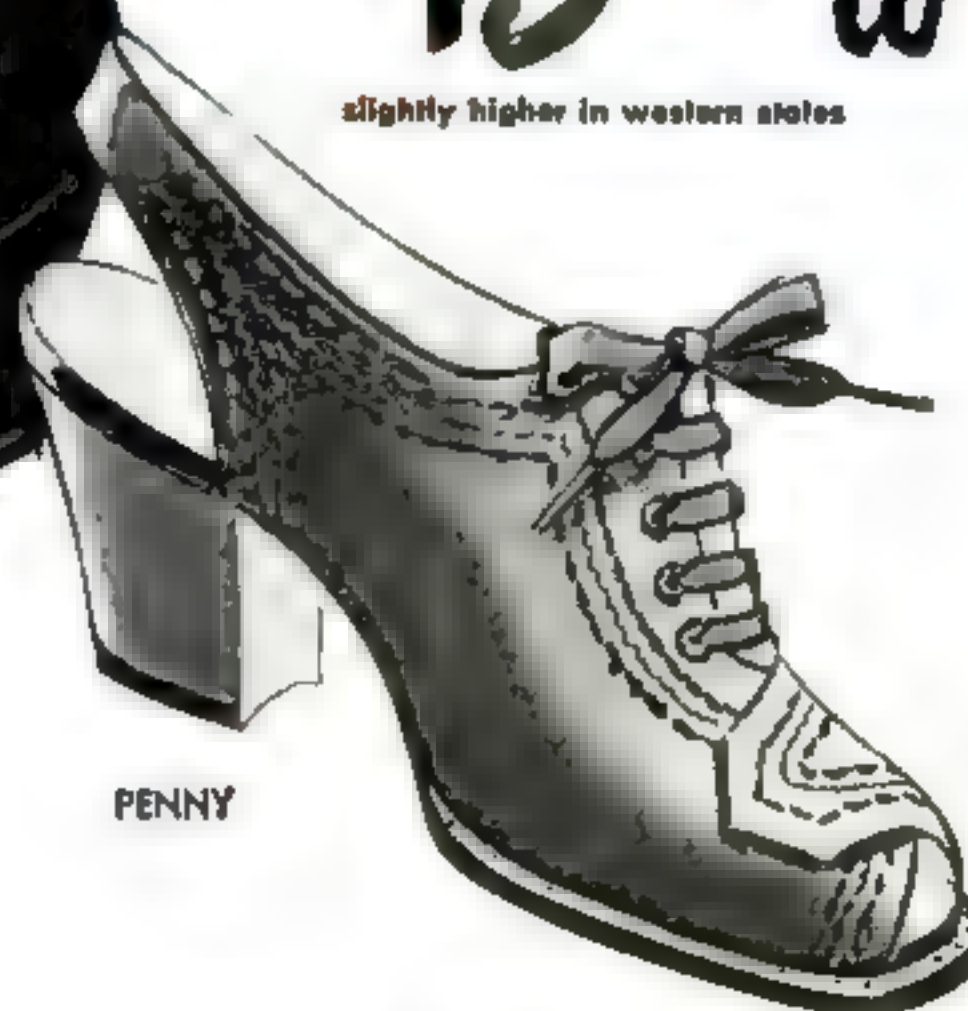
slightly higher in western states



PORTRAIT



DILLY



PENNY

IN CANADA, MURRAY-SELBY LTD., LONDON, ONTARIO - IN ENGLAND, MANFIELD & SONS LTD., NORTHAMPTON - IN AUSTRALIA, SELBY SHOES (Aust.) LTD., SYDNEY - IN NEW ZEALAND, SWINSON & GATES, LTD.

ATCKLAND - IN ARGENTINA, ALBERTO GRIMOLDI, BUENOS AIRES - IN URGUAY, R. A. MONTEVIDEO - Selby Shoes the World Over - Established 1877 - Copr. 1956, The Selby Shoe Company

GREAT LOVES OF GREAT ARTISTS

Some artists have been inspired by parsnips, others by war, others simply by a quality of light. But many of them, to the horror of conventional moralists, were inspired by indecorous women. This admirable circumstance has given the world some magnificent paintings that have endured far longer than the outraged gossip which attended their first appearance.

From the standpoint of the strict moralist, few things could be more shocking than the lovely painting by Fra Filippo Lippi on page 108. Here is a pretty woman, a nun who was seduced by Lippi, a monk, who then has the impious effrontery to paint her as the Holy Virgin. But that was

how Fra Filippo Lippi thought of her—he did not intend to be impious.

Most of the other artists whose great works appear on the next nine pages had similarly unorthodox relationships with their women—their loves were not usually their wives but their mistresses. Few bothered to make any pretense about it, although some, like Rembrandt, would gladly have married their mistresses if circumstances had permitted. But in the paintings themselves there is a quality of innocence of the evil intent to sin. Because of that, the women who were called immoral when alive are now called immortal, and will be as long as paint and canvas last.



REMBRANDT'S FAITHFUL SERVANT GIRL

Unlike most artists Rembrandt had his brief period of fame and recognition first and his long, miserable struggle afterward. In 1656 Rembrandt's first wife was dead, he had lost his fine house and his patrons in Amsterdam and he was living in the slums on herrings and gin. The woman who shared his poverty was Hendrickje Stoffels, a peasant girl who had come into his house as a servant and remained as his mistress. She was uneducated, even stupid, but she understood his genius and devoted her life to

it. Rembrandt painted her over and over again—as Venus, as Flora, as Bathsheba, as *Woman Bathing* (opposite page), as the model in *The Painter's Study* (above). She nursed him, sobered him up, cleaned the filthy clothes on which he wiped his brushes, bore him a daughter. Her understanding and kindness were so great that Rembrandt's legitimate son Titus, the only child who survived his first marriage, became almost as devoted to his unorthodox stepmother as did Rembrandt himself.



A WOMAN BATHING



GOYA AT 69 IN 1815

A DUCHESS WHO ENSNARED GOYA

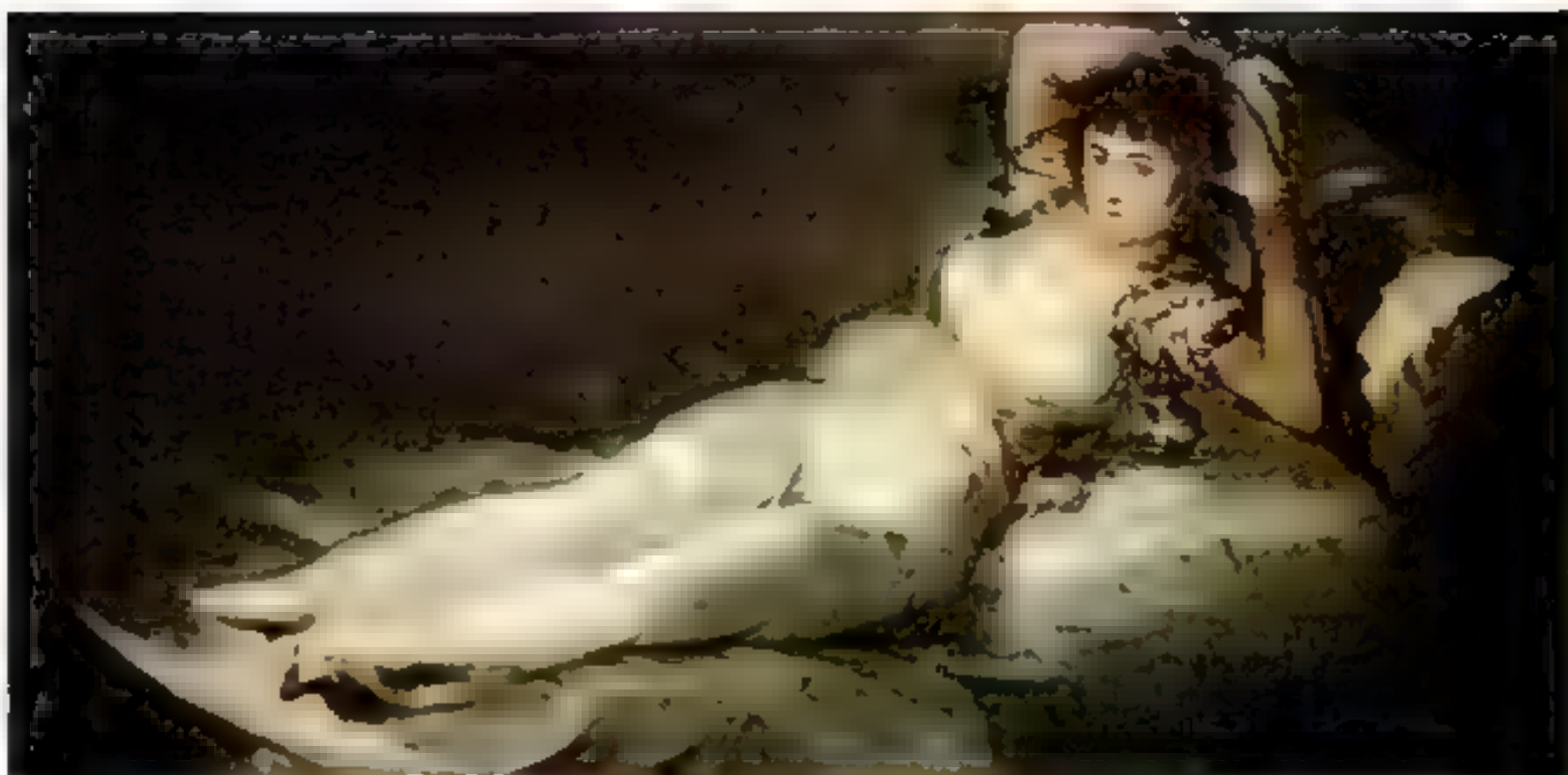
Legends have flitted like moths around the dazzling life of Francisco Goya. From his childhood in a village in north-eastern Spain to his death in Bordeaux at 82, Goya's life became a chain of legendary escapades—of duels, street brawls, flights from monarchs and exploits in the bull ring. But the favorite Goya legend surrounds his attachment to the bewitching Duchess of Alba, the greatest lady of her day in Spain, with a fabulous fortune, a string of titles and a reckless, defiant spirit. When Goya first painted her in 1795, she was a velvet-eyed beauty of 33 with a cloud of dark hair and a willful glance. Goya himself, with a wife and numerous children, was turning 50 and was almost stone deaf. Not long after he met the duchess, Goya painted his most famous picture, *The Maja Nude* (below). In the young woman reclining on the silken pillows everyone in court circles recognized the Duchess of Alba. When a second painting (right) appeared of the same woman in the

THE MAJA NUDE



same pose, but clothed in gossamer raiment which scarcely concealed her charms, the court tongues flew. They said that when the Duke of Alba heard of the nude portrait, which he had not seen, he flew into a rage and sallied forth with sword in hand to face the insolent painter. Goya, warned of this, quickly painted the second portrait and calmed the furious duke with a bland insistence that this was the only painting he had done and that, after all, it didn't really look much like the duchess.

After the duke died in 1796, Goya left his wife and passed many months with the duchess in her palace at Sanlúcar. Six years later she died suddenly, poisoned, some said, by the jealous Queen Maria Louisa. During those years Goya never mentioned their deep attachment to anyone. Yet as glowing testimony of what it once had been, there remained among the duchess's most cherished possessions the painter's two masterpieces—the wide-eyed, mysterious Majas.



THE MAJA CLOTHED





MADONNA AND CHILD WITH TWO ANGELS

A SHREW ANDREA COULDN'T TAME

The impoverished son of a Florentine tailor, bright Andrea del Sarto was apprenticed at an early age to a painter and in the course of a few years was earning his own way, with a steady stream of commissions and enough money to support his entire family. Then he met Lucrezia del Fede. She was the wife of a capmaker, a seductive and beguiling young woman who, according to the Florentine painter Vasari, "delighted in trapping the hearts of men." Andrea forthwith let himself be trapped, neglecting his art and abandoning his parents while he dallied with his new-found mistress.

Suddenly the capmaker died of an unexplained illness and Andrea took the young widow as his bride. Then Lucrezia began to reveal her true nature. She berated Andrea and taunted him, abused his students and flirted with his friends. With mad complaints and a show of wild grief, she forced him to relinquish a royal commission in France. Yet Andrea's devotion to Lucrezia never waned and her face appeared often on his canvases, now as a Madonna, again as a Renaissance lady (*below*). She rewarded his devotion by leaving him to die alone of the plague at the age of 44.



ANDREA, 25, c. 1511



LUCREZIA DEL FEDE



LIPPI AT 35 IN 1441

A NUN WHO ELOPED WITH LIPPI

In the worshipful pose of a devout monk (*left*), Fra Filippo Lippi disguised a robust and rakish disposition which both scandalized and delighted his contemporaries of 15th Century Italy. As a member of the Carmelite order, Fra Filippo studied to be a painter and before long persuaded his elders to let him roam abroad to paint for the greater glory of the Church. But the lusty friar seemed more inclined to play than to paint, and as a result of his carousals and unmonkish behavior he was forced to retire to the obscure post of chaplain at the Convent of Santa Margherita in Prato. It was

there he discovered the nun Lucrezia Buti, whom he talked the abbess into letting him use as model for a picture of the Madonna. Painting and wooing her alternately, the 50-year-old friar made such progress that during a gala church festival he succeeded in carrying her off to his own dwelling. This of course threw the convent into an uproar, but the liberal Pope Pius II soon absolved the pair from their monastic vows, freeing Lippi to produce more paintings of Lucrezia (*opposite page*), and Lucrezia to produce a son who would one day become a painter, famous as his father.



ROUSSEAU, 46, IN 1890

ROUSSEAU'S DREAM GIRL

For 15 years of his life Henri Rousseau pursued a humdrum existence as a toll station employee in the outskirts of Paris. Sometimes he played his flute with the band in the Tuileries Gardens. Sometimes he visited the zoo or walked beside the Seine and picked up leaves to take home and press in books. His life was much the same from week to week—until he met Yawigha. Who she was or where she came from nobody knew. It was said she was Polish, but Rousseau never told, and one day she slipped away as mysteriously as she had come. Several years later, still looking for his lost Yawigha, Rousseau married.

In 1885 Rousseau retired from the toll station to become an "artist-painter." Living meagerly on his pension, he began to paint the dreams and fancies which had crowded his mind for years. From time to time the vision of Yawigha would envelop him, and he would set to work on a new exotic idyl. Once he wrote a five-act play about her and mailed it to an acting company. When his wife died, he thought to find another Polish love but ended instead with a Parisian girl. She too died, and Rousseau was left alone to paint, covering his huge canvases slowly from the top to the bottom. Every year he trundled his paintings in a cart to the Independents' exhibition and every year he conscientiously clipped the outraged reviews of the critics. Not until the 1900s did he have any measure of success. Then he was feted by such young artists of Paris as Picasso, Braque and Max Weber, and dealers and collectors began to vie for his work. Yet the pleasure of this long-awaited success was clouded for Rousseau when, in 1910, he fell in love with a middle-aged widow who first encouraged him, then coldly turned him away. Rousseau poured his feelings into his final painting, *The Dream* (right), in which everything he had worshiped came to a strange and enchanted life—the animals of the zoo, the leaves along the Seine, a dark snake charmer with a flute. And on a red couch very much like one in his own studio, he placed the idol of his lifetime, Yawigha, lost in a jungle reverie.





THE DREAM

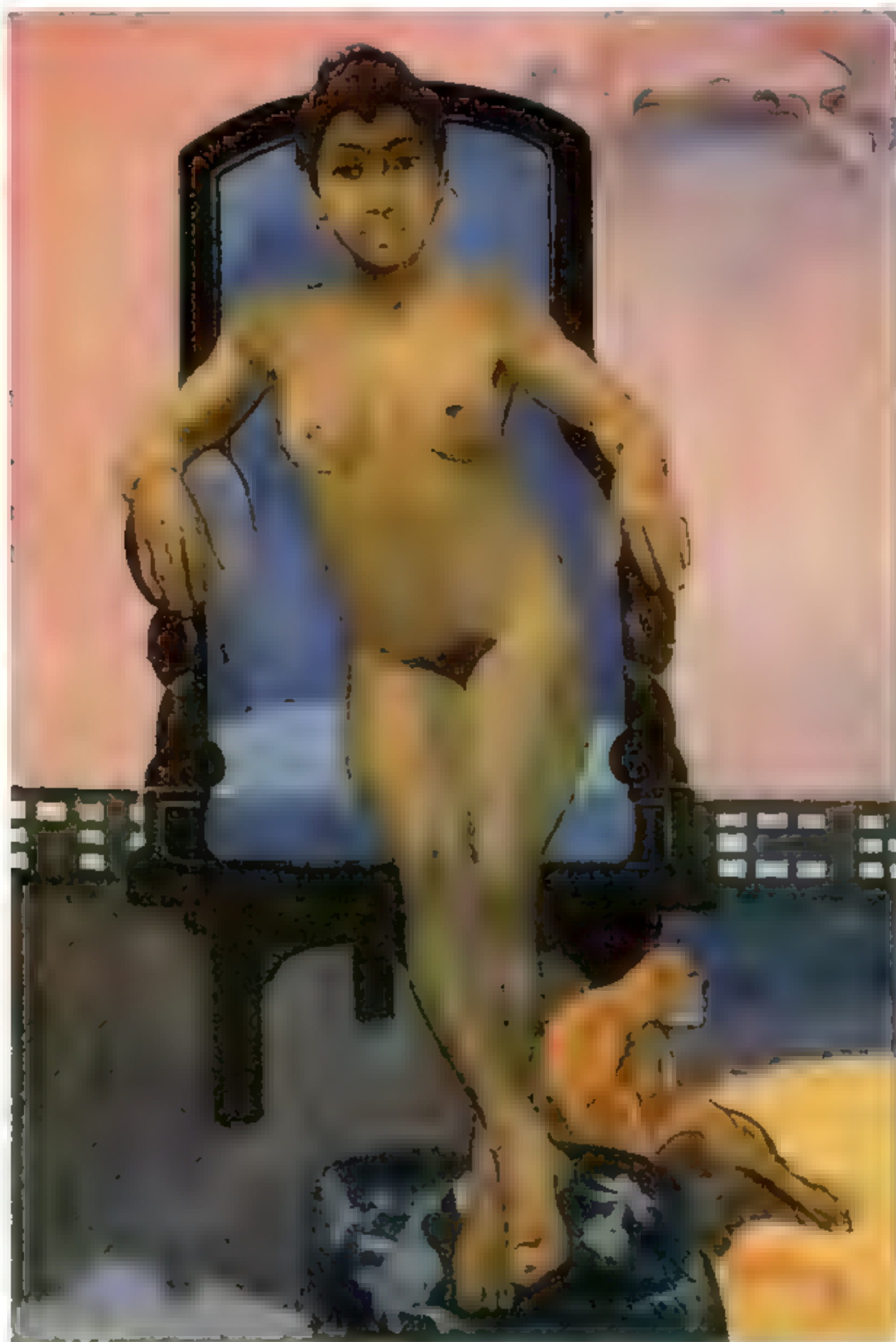


GAUGUIN AT 45 IN 1893

GAUGUIN'S FAITHLESS JAVANESE

The only financial favor Fortune ever bestowed on the hunger-worn, vagabond painter, Paul Gauguin, greeted him on his return to France from Tahiti in 1893. At home Gauguin found himself in possession of 13,000 francs left to him by his uncle who, he said, "had had the good sense to die." Reveling in this unexpected windfall, part of which he sent to his wife and children in Denmark, the artist set himself up in a bizarre studio in Paris, where he decked the walls with boomerangs, knobkerries and hatchets. There he installed a bronze-skinned Javanese girl named Annah,

whom he had met in Montmartre, and there he painted her (below) like a South Sea queen on a blue throne, while his pet monkey leaped about the room and hung from the doorway on which was inscribed in Tahitian words, *Here there is love*. Later Gauguin took Annah and the monkey off to Brittany where, in a fight with some sailors, the painter was seriously injured. While he was recovering, Annah slipped away to Paris, looted his studio and disappeared. Bitter and once again impoverished, Gauguin sailed away to Tahiti where he was to die, diseased and abandoned, eight years later.



ANNAH THE JAVANESE

A GIRL WHO DIED FOR MODIGLIANI

In 1906 an obscure young Italian artist arrived in Paris, bought himself a velvet suit and rented a studio in Montmartre. A year later the name of the young Italian, Amedeo Modigliani, was known all over the Quarter, not for his art, which no one would buy, but for his drunken, dope-crazed orgies which sent him reeling through the streets shouting verses from Dante, reviling passers-by or lunging at gendarmes who pulled him from the gutter. With his pallid face and burning jet eyes, Modigliani enthralled every woman he met and never was at a loss for a model or a mistress. But

one day in Montparnasse he discovered a little blue-eyed art student named Jeanne Hébuterne, to whom he became permanently devoted. Between the quivering frenzies incited by ha-bish and the abysmal despair of drunkenness, Modigliani painted her again and again, catching her fragile curves, her wistful sadness (right). It was not long before Jeanne bore him a daughter, but soon after, in the chill winter mists of 1920, the fevered, delirious artist was carried away to a charity hospital to die. The next day his Jeanne, again with child, leaped to her death from a window.



MODIGLIANI, 35, IN 1919



MADAME HÉBUTERNE

Easy way to please a meat-and-potatoes man!

Try it tonight!

He'll love all that good, lean Armour beef!
Those firm, white potatoes! The "fresh-cooked" taste of
Armour Star Corned Beef Hash!

And you'll love the way this easy-does-it,
easy-on-the-budget meal saves you
time and trouble.



"Cut contents of 2 tins of Armour Star
Corned Beef Hash into 6 thick slices," says
MARIE GIFFORD, Armour's famous home economist,
"and bake 20 minutes in moderate oven.
Serve with deviled eggs, as shown."

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On Radio—CBS Saturday Daytime
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from the famous Armour Kitchens. Fine Armour
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TEXAS TEAMMATES CARRY PITCHER BILLY MARTIN ON SHOULDERS AFTER NO-HIT, NO-RUN GAME. LOSING RHODE ISLAND TEAM FOLLOWS SOBERLY AT LEFT

KIDS' WORLD SERIES

A 12-year-old Texan leads his team to small-fry championship by pitching no-hit and one-hit games

PHOTOGRAPHED FOR LIFE BY HY PESKIN

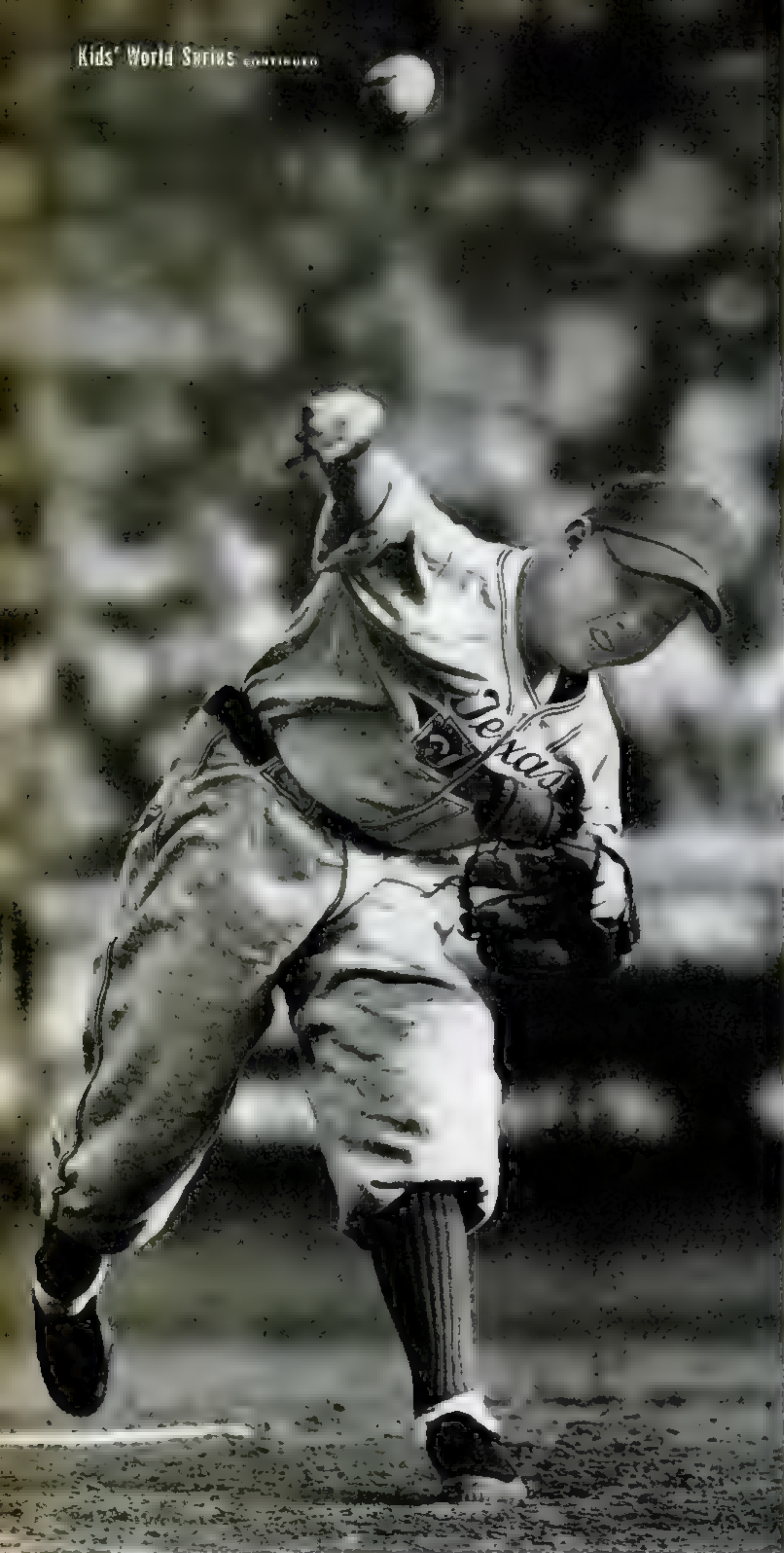
The 1,302 teams of baseball's Little League, whose players must be 12 and under, had been hard at it all summer playing in regional elimination tournaments. Last week the eight teams (Connecticut, Florida, Illinois, Rhode Island, Texas, Maryland, Pennsylvania, South Carolina) that had survived met at Williamsport, Pa. for the Fourth Annual Little League World Series. Shrill cries of excitement echoed across the field. Tense mothers wrung hands as they watched. Despite their youth, the kids

went about the game with professional poise and sobriety. Of them none was more professional than 12-year-old Texan Billy Martin (*above*) of Houston, whose team had earned the right to represent the whole state. Screwing up his face and trusty right arm, Billy did what no pitcher has ever done in a big World Series—pitched a no-hit, no-run game to beat Rhode Island, 3-0. After one day of rest Billy Martin strode to the mound again, hurled a one-hitter to beat Connecticut, 2-1, for the championship.



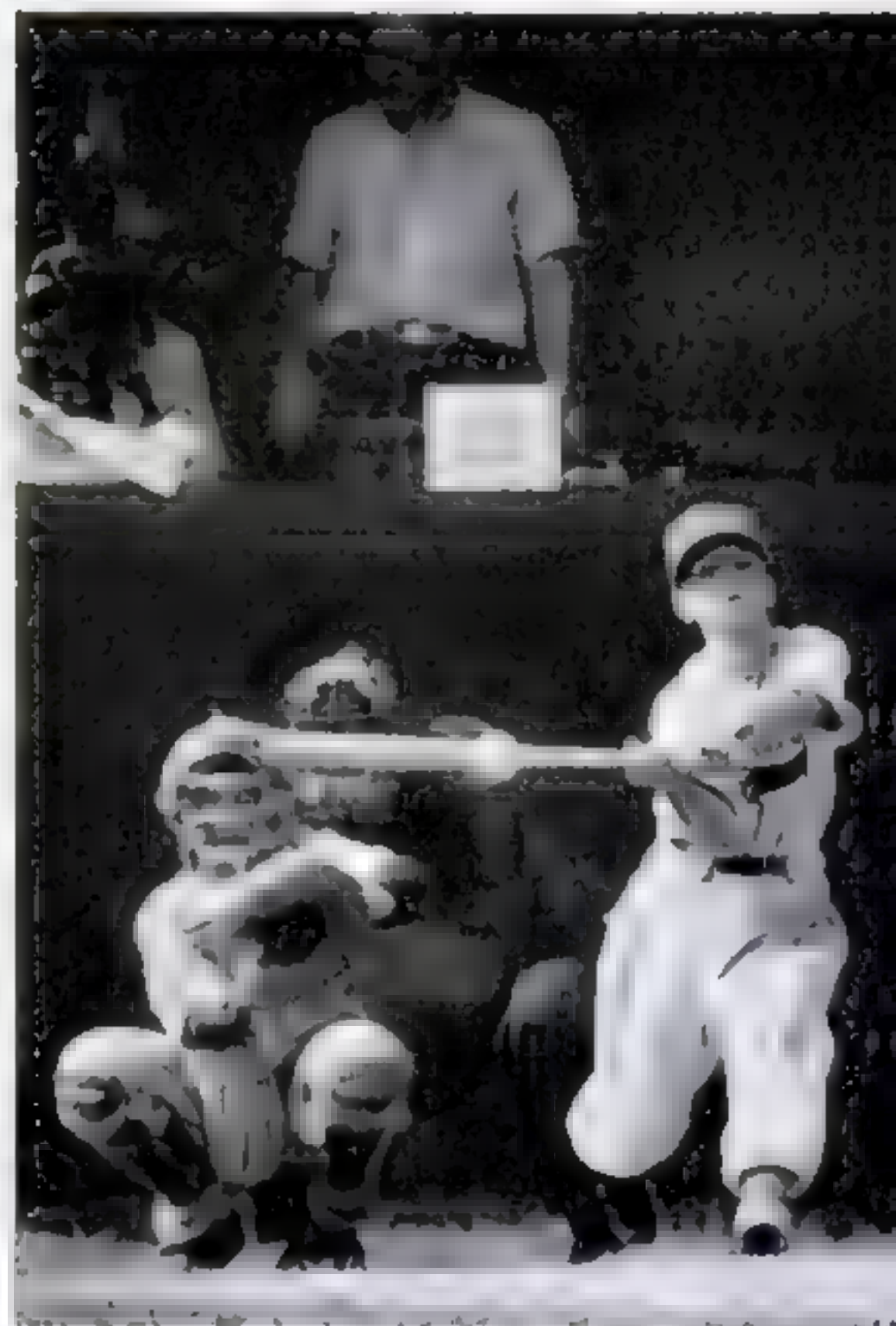
TRYING FOR HOME, Shortstop Fred Burns of Texas is knocked out of base line by fierce tag of Illinois Catcher Charles Boudreau. He was out by a couple

of yards. The kids used regulation baseballs but wore sneakers instead of spikes, so the pell-mell base-running and harum-scarum slides resulted in no injuries.



NO-HIT, NO-RUN PITCHER Billy Martin bears down against Rhode Island. He struck out 14. His

equipment, he says, includes a "hook," fast ball and control. He walked only one man in six inning game.



CONNECTICUT BATTER GETS THE WOOD ON ONE

GLEEFUL WINNERS

The Williamsport World Series was played on a well-maneured but miniature baseball field. The distance between the pitcher's mound and home plate, normally 60 feet, was pared down to 40 feet and the distance between bases from 90 to 60 feet. The distance from home plate to the fences along the foul lines was only 175 feet. The games were only six innings long.

Though regulation-size baseballs were a little large for small hands, there were remarkably few errors in the series. The young pitchers were far ahead of the hitters. Scores were low, in the neighborhood of 2-1 and 3-0, but attendance



PRICE OF FAME for Billy is fondling by his fans. Here he tries to duck away as one admirer kisses him.



OF MARTIN'S PITCHES, HE FLIED OUT, HOWEVER

AND GLUM LOSERS

figures and tension were high. Despite the tense-ness not one kid squawked to an umpire—although the crowd booed one call at first base for almost 10 minutes. Before Texas and Connecticut took the field for the all-important final, the mother of the Connecticut third baseman confessed, "We lit candles in church this morning and when I saw the other mothers doing the same thing, I cried." Only after they had played and been beaten did the kids really behave like kids. Six-year-old Johnny Fox, Connecticut's chatterbox bat boy (right), broke down and sobbed for 30 minutes after team lost the final.



PANGS OF DEFEAT are suffered ungracefully by Connecticut's bat boy after his team lost one-hitter.



NO HOPE for the future can be seen by Bat Boy Johnny Fox of Connecticut standing disconsolately

with teammates as runner-up award is presented. Third place in the series went to the Illinois team.

It's new—really new! No other

WITH THIS GREAT NEW G-E YOUR HANDS NEED NEVER

COMBINATION MODEL

Automatic dishwasher, built in with the General Electric Sink. It's G.E.'s most popular model—and no wonder! Porcelain-enameled sink has steel cabinet with ample storage space—provides extra kitchen work surface—and is designed so that the famous G-E Disposall® can be readily installed in it!



FREE-STANDING MODEL

The wonderful new G E Automatic Dishwasher that will match standard base cabinets.

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AUTOMATIC DISHWASHER SOAK IN A DISHPAN AGAIN!

IMAGINE the wonderful convenience of *never* having to wash dishes again!

Just turn *one* simple control—and this great *new* General Electric Automatic Dishwasher will do the whole job for you!

With many remarkable *new* G-E features—features you've never seen before in *any* dishwasher—it's the last word in worksaving, timesaving efficiency, the last word in styling and dependability!

**Just look at all these worksaving,
timesaving G-E features:**



● **Completely Automatic**—Just turn *one* simple control and dishes, pots, pans, glasses and silver are washed, rinsed and dried—*sparkling clean!*



● **New Preliminary Power Rinse**—This flushes food particles off dishes, gets them out of the dishwasher even before the washing cycle begins! Then, after washing, there are two more hot-water power rinses. *Match that against the rinsing action of any other dishwasher!*

● **"Spray-Rub" Washing Action**—Really gets rid of sticky foods and crusty grease! Cleans pots and pans as well as dishes, and at the same time! New *Wash Action Regulator* gives uniform washing and rinsing action, whether you're doing many dishes or just a few—and protects your fragile pieces!



● **Higher Water Temperatures**—Very hot water, as you know, is the key to successful dishwashing and hygienic cleansing. G.E.'s great new *Calrod* heating unit begins to increase the water temperature the instant the dishwasher starts to operate—and keeps on increasing it during the washing and rinsing cycles! With water far hotter than your skin could ever stand, your dishes are washed to a brighter sparkle, to a more hygienic cleanliness than you could possibly achieve by hand!



● **Drying By Electrically Heated Air**—When the washing and rinsing cycles are over, the new *Calrod* heating unit provides heated air that is circulated up around the dishes—rapidly drying glassware, dishes and silver to a clear, diamond-bright glitter!

● **Top Opening For Easy Loading**—No stooping, no tire-some bending! Gives you extra counter work-space of gleaming white, easy-to-clean porcelain, on which you can safely place piping hot dishes and pans!

● **Giant Capacity**—Can hold a whole day's dishes for a family of four—or *all* the dishes you'd use in serving a full-course dinner to *eight* people! Newly designed stationary trays provide added space for large dishes, pots and pans. *Match that against the capacity of any other dishwasher!*

● **Saves You More Than 200 Hours Of Work Every Year**—Spare you hard, disagreeable work—work that's harmful to your skin, takes up your valuable time, work that involves thousands of tiring back-bends!

● **Long-lasting Dependability**—The G-E Dishwasher is backed by the famous, dependable name of General Electric—the name that assures you long years of top-quality performance!



FREE DEMONSTRATION!

See the *new* G-E Automatic Dishwasher at your G-E dealer's *now!* Watch it work—ask your dealer to show you automatic dishwashing at its best!

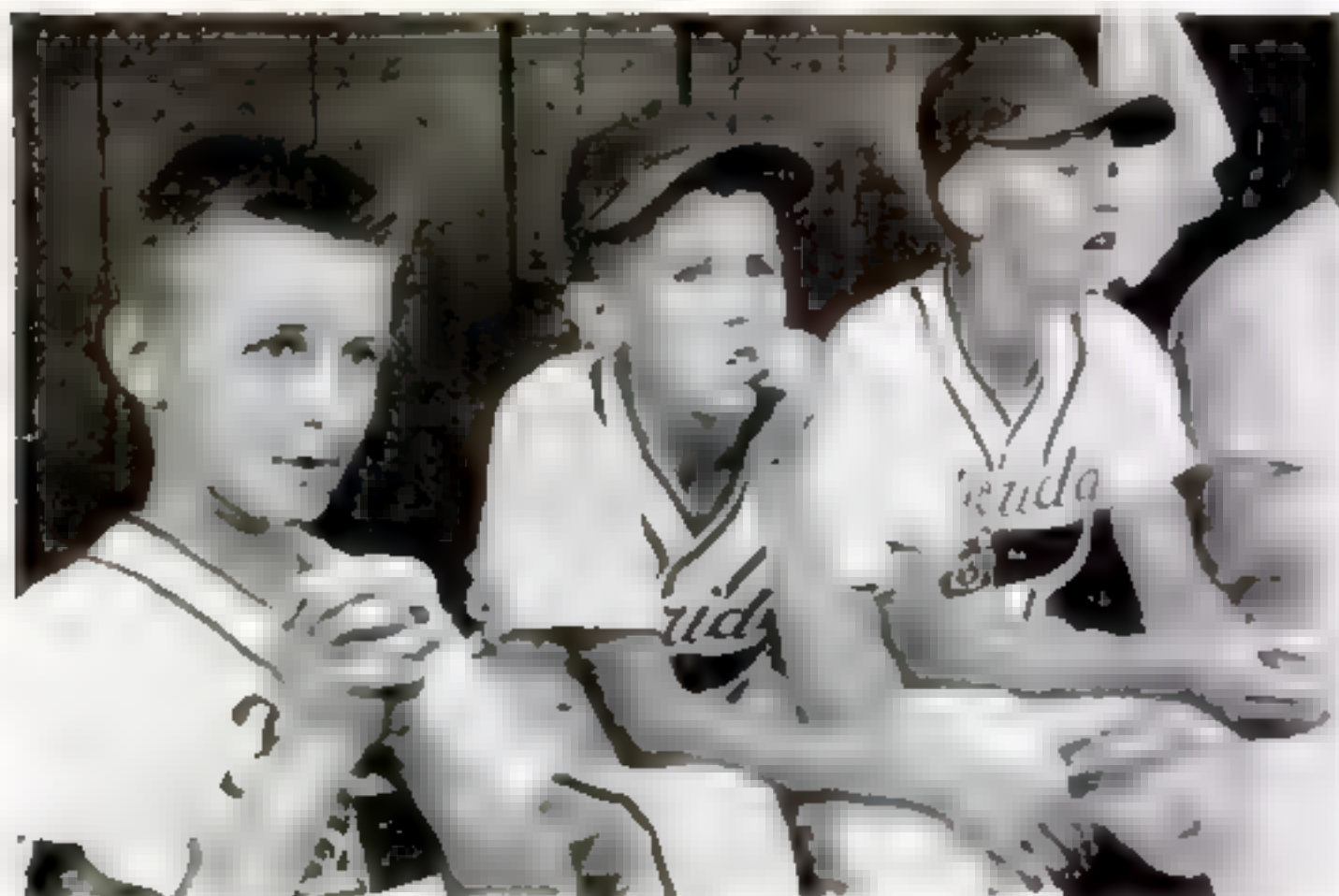
You'll find your G.E. dealer listed under "Dishwashing Machines" in your Classified Telephone Directory. Or write to General Electric Co., Appliance and Merchandise Dept., Bridgeport 2, Conn.

Low down payment! Easy terms!

You can put your confidence in—

GENERAL  ELECTRIC

IN DUGOUT AND ON DIAMOND, THE KIDS HAVE A BIG LEAGUE LOOK



DUGOUT JITTERS hit these Florida players who leech, gnaw nails and gaze during tense moment against Illinois. Florida lost, 2-1, in three extra innings.



TIME OUT for Texas is called with tying run on second base. First baseman (left) signals two out. After conference Pitcher Martin struck out the last batter.



BALL SKITTERS OFF OUTSTRETCHED GLOVE OF ILLINOIS' SECOND BASEMAN HULING, WHO ALMOST COLLIDED WITH RIGHT FIELDER. PLAY WAS RULED A HIT



PICK-OFF ATTEMPT by Pitcher Ken Stevens of Texas almost catches Paul Palmateer of Illinois asleep at first base.



MOUND CONFERENCE by 5 ft. 1 in. catcher calms 5 ft. 9 in. pitcher.

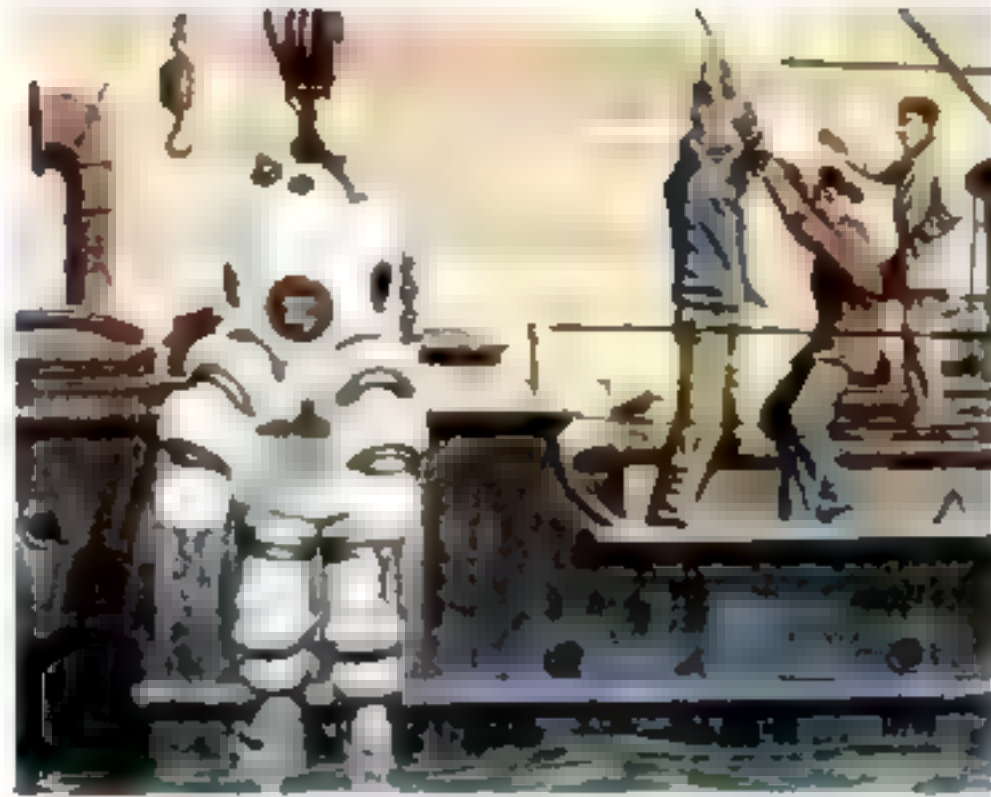


HITTING THE DIRT, Illinois runner is out at third base. Fans overflowed stands, watched from dike around outfield.

Prying into secrets of the deep



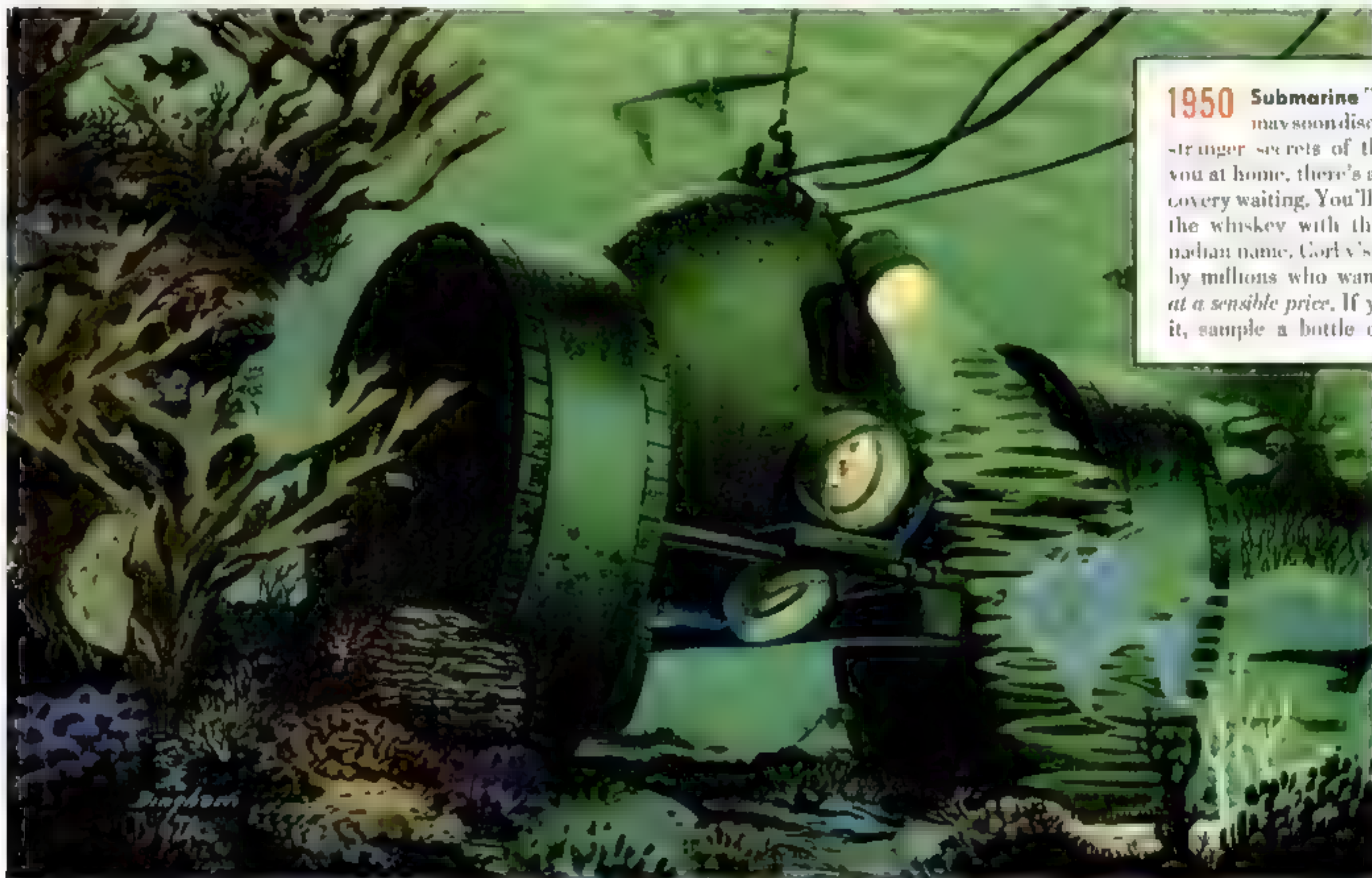
1869 Salvage first led man to pry into the ocean depths. One early exploit (off Shanghai, China) rescued \$100,000 in treasure from the *Hamilla Mitchell*. She lay 160 feet deep, a near-record dive of the day. In this year, Corby's marked its 10th birthday as a fine whiskey name in Canada.



1925 This "Man from Mars" is a diving suit, too. In it, a man can descend 700 feet, stand 300 lbs. pressure per square inch. A suit like this helped raise \$4,000,000 from the *Egyptian Queen* in 1932. The year it was invented, the name Corby's stood for one of Canada's most popular whiskies.



1934 Science took over as this steel ball plunged 3,028 feet. It was fitted with floodlights and 3-inch quartz windows. Inside, observers peered at strange life never before seen by man. They made undersea history as the whiskey name Corby's came to mean the best to quality-wise Canadians.



1950 Submarine "ox carts" like this may soon discover new and even stranger secrets of the deep. But, for you at home, there's also a thrilling discovery waiting. You'll find it in Corby's, the whiskey with the 91-year-old Canadian name. Corby's was made famous by millions who wanted good whiskey at a sensible price. If you've never tried it, sample a bottle of Corby's today.



Say

CORBY'S

...a grand old name in Canada since 1859
Made in U. S. A.



WASH IT AGAIN AND AGAIN!



You can install your new paint in any room with SUPER KEM-TONE. This lovely two-toned color has Mint Green on walls, woodwork on left. Finest Green on right.



KEMGLO Looks and Washes Like Baked Enamel

KEM GLO...the miracle lustre finish for kitchen and bathroom walls, for all woodwork in every room. Dries to a lustrous, smooth surface that cleans as easily as your refrigerator. Resists dirt, boiling water, scuffing, smudges. Even ink, grease, beverages, fruit juices whisk right off with plain soap and water. KEM-GLO comes ready to use, flows on easily, dries in 3 to 4 hours. Needs no undercoater. Choose from ten lovely colors and white that stays white.

\$2.39 Quart Economy Size . . \$7.98 Gallon



Kem-Tone . . . Top Value in Thrifty Home Beauty

KEM-TONE, the oil paint that mixes with water, is your outstanding value in good home decoration, where extreme washability of SUPER KEM-TONE is not required. 10,000,000 homes have been given fresh, new beauty with KEM-TONE. For economy, for ease of application, for a beautiful flat-matte finish, KEM-TONE is the choice of millions. Thinned with water, a gallon of KEM-TONE makes a gallon and a half of paint, for use at the amazingly low cost of only \$2.46 per gallon.



\$1.27 Quart . . \$3.69 Gallon . . (in concentrated paste form)

The makers of *Kem-Tone*, *SUPER Kem-Tone* and *KEMGLO* lead the world in paint research

You can't mar its Matchless Beauty!

It's GUARANTEED* washable!

Super Kem-Tone

..THE COMPLETELY NEW,
COMPLETELY DIFFERENT WALL PAINT

REPLACEMENT OR REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN



Sensational New Paint Gives Your Rooms Enduring Beauty
It's Ready to Use — No Thinning — Just Brush or Roll it On

Now you can have washable walls and woodwork of breath-taking beauty with SUPER KEM-TONE—as dirt-repellent and water-repellent as your new plastic shower curtain. It is ready to use, marvelously easy to apply, dries in less than an hour . . . guaranteed* washable.

SUPER KEM-TONE forms such a tight, impervious coating that dirt, even ink and crayon, do not penetrate its lovely finish as they do on ordinary flat paints. You just wash them off, leaving paint unharmed.

Here's a practically unlimited range of new colors to sing a song of loveliness for your home. Light shades or new easy-to-use deep tones, all go on easily, uniformly, with brush or ROLLER-KOATER, over wallpaper, paint, plaster, wood and other surfaces.

SUPER KEM-TONE brings glorious yet practical and economical beauty to living rooms, dining rooms and bedrooms. Convince yourself . . . see SUPER KEM-TONE demonstrated at leading paint, hardware, lumber and department stores.



DIRT JUST CAN'T GET A "FOOT-HOLD"... SUPER KEM-TONE's tight, nonporous surface, a new achievement of paint chemistry, prevents dirt from penetrating . . . makes it easy to keep clean.



EVEN INK WASHES OFF EASILY... Spatter ink on it—instead of soaking in, as on ordinary flat paints, it remains on the surface and is easily washed off. Resists knocks and bumps, too.



WASHING DOESN'T HARM IT... *After it is thoroughly dried, tests show SUPER KEM-TONE will withstand repeated washing with usual household paint cleaners without impairing its beauty.

\$1.49 PER QUART **\$4.69** PER GALLON
DEEP COLORS SLIGHTLY HIGHER

AT LEADING PAINT, HARDWARE, LUMBER
AND DEPARTMENT STORES EVERYWHERE



SUPER Kem-Tone IS GUARANTEED WASHABLE (or your money back)
BY THESE SEVEN LEADING PAINT COMPANIES!

The Sherwin-Williams Co., Cleveland
Acme Quality Paints, Inc., Detroit
The Lowe Brothers Co., Dayton

John Lucas & Co., Inc., Philadelphia
The Martin-Senour Co., Chicago
Rogers Paint Products, Inc., Detroit
W. W. Lawrence & Co., Pittsburgh





"I was curious..."



I tasted it..."



No wonder Schlitz is...

The largest-selling beer in America!"

The Beer that made Milwaukee Famous!



© 1950, JOS. SCHLITZ BREWING CO., MILWAUKEE, WIS.



KRI KRI BOUNCES up wall of his cage at the approach of his keeper. This is mere playfulness, not fear of keeper.

HOP-HAPPY GOAT

A Greek gift delights Washington zoo

The nimble animal shown here hopping about the walls of its cage is Kri Kri, a rare Cretan animal called the agrimi and the only one known in captivity anywhere. Almost extinct even in its last stronghold, the Isle of Crete, the agrimi (pronounced a-gree-me) was revered in Greek mythology as an especial friend of Zeus who was once saved from starvation when an agrimi suckled him. This 2-year-old specimen was captured by a Cretan mountaineer named Efukious Protopapadakis, who decided it would make an appropriate gift to President Truman in gratitude for Marshall Plan aid. Since Kri Kri, who can leap 15 feet in the air, was a rather impractical White House pet, he was turned over to Washington's National Zoo. There, in a screen-topped cage, the friendly little agrimi spends his days cavorting from wall to wall and munching the maple leaves that drop into his home.



AT APEX OF JUMP agrimi seems to be standing still. Ability to climb sheer walls is useful in craggy Cretan mountains.

NOW!

BRIGGS
SMOKES
3 WAYS BETTER*



1. Stays lighted longer...by 19%



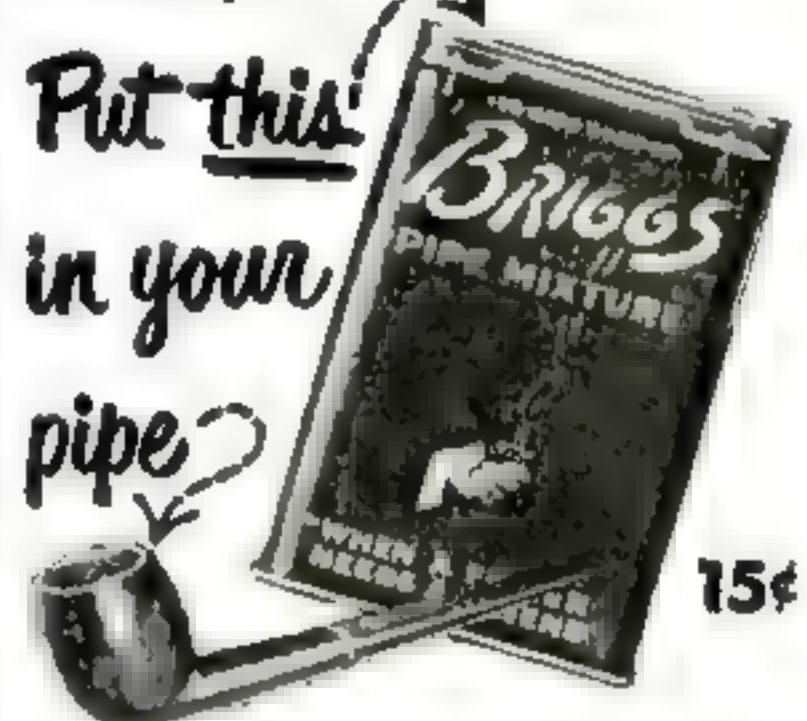
2. Cleaner burning...by 16.4%



3. Less tar...by 21.6%

So today...

Put this
in your
pipe?



15¢

and smoke it!

*Yes, our new process makes Briggs better by actual test! Better even than the swell-smoking Briggs that proved so fine and friendly in your pipe before. And remember this: when tobacco burns steady, free and clean, that's when you enjoy all the goodness of Briggs' fine tobacco, aged and mellowed in oaken casks. Today—try 3-ways-better Briggs!

Also available in Canada

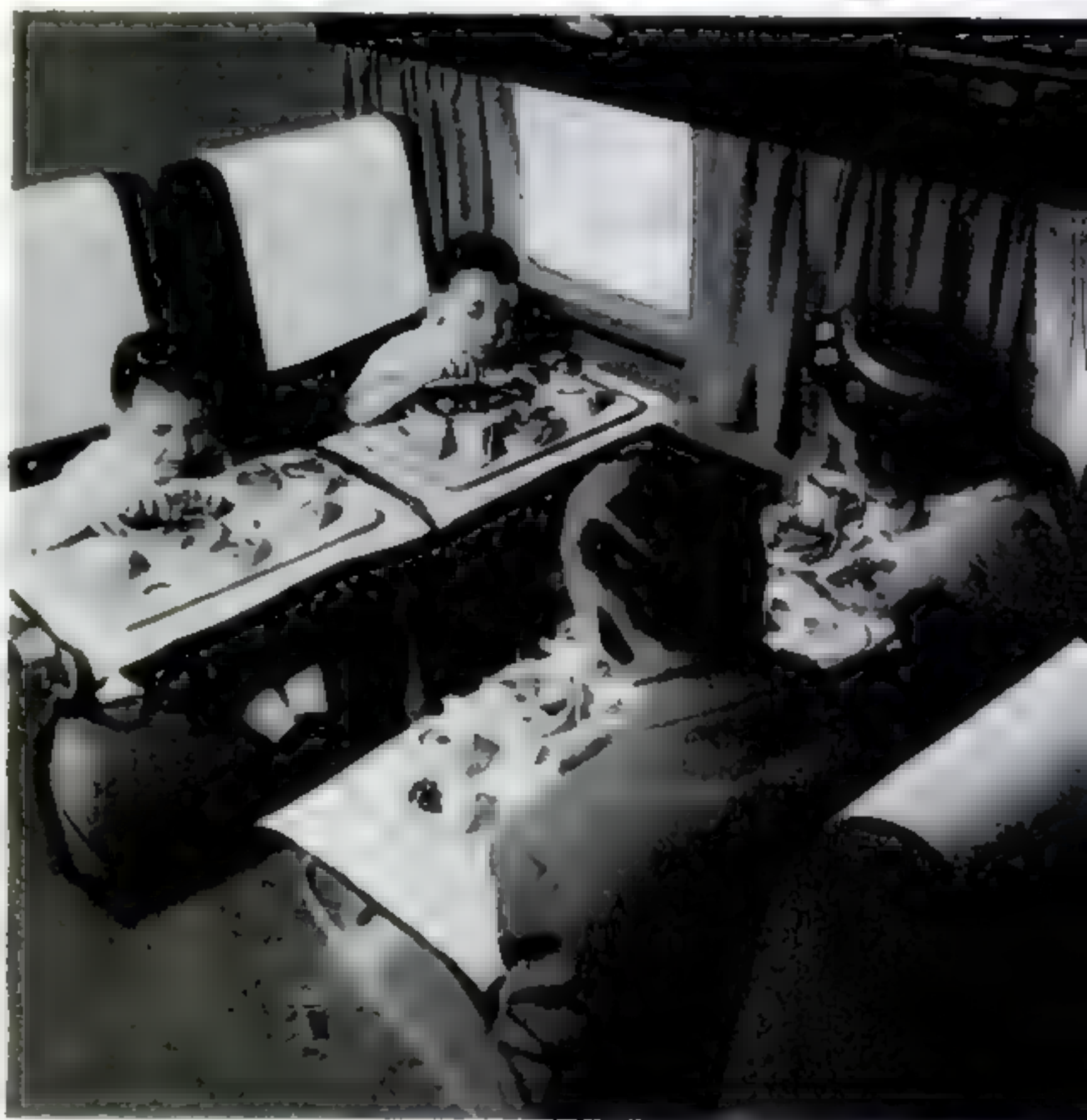
CHILDREN JUST *NATURALLY* LOVE TO FLY!

It's the modern, easy way to travel... comfortable, clean, fast... and "family rates" make it economical!



"JUST A WEEKEND in San Francisco or a vacation trip back East to see our families, we wouldn't dream of taking the children any way except by air," says Mrs. Roy Wallace of San Marino, California. "It's so much cleaner, and the children never tire. And with four children, it's so much less expensive."

Nothing fascinates children more than flying. And with all the world spread out below them... rivers, lakes, mountains, plains, cities... a trip by plane beats a hundred lessons in geography. And for parents, too, traveling by air is an experience in true enjoyment... especially aboard the giant Douglas DC-6. This big, roomy airplane is made for family travel. The cabin is perfectly air-conditioned and pressurized for comfort in all seasons. You can really relax in those wide, soft seats. There's space for the children to move around. And before they have time to get restless, you're *there*—clean, rested, ready for business or pleasure. Next time fly—on a Douglas DC-6!



HEARTY DINNER is attacked by hungry Carl and Neil Fochrenbach, flying miles high in a DC-6. Children of the Frank Fochrenbachs of Douglaston, Long Island, they love to fly. As Mr. Fochrenbach says, "On business, or vacation with the family, I find it saves time and money to travel by air."

FISHING is the all-family hobby of the Lester Munsons of Glen Ellyn, Illinois. "We flew to Colorado for our vacation last year," says Mr. Munson, "and the children enjoyed every minute of the flight. For cleanliness, speed and low cost, you can't choose a better means of transportation."

PEOPLE FLY MORE PLACES BY DOUGLAS

30th ANNIVERSARY YEAR





AT 6 A.M. IN HEAVY FOG CONGREGATION HOLDS SERVICES OUTSIDE CHURCH, WHICH RESTS ON PLATFORM READY TO BE MOVED ACROSS ROAD IN FOREGROUND

ROLLING CHURCH

Building blocks Sunday traffic
as it is moved to its new site

The Saugatuck Congregational Church of Westport, Conn. needed to expand to make room for an increased membership. When the church was given land 600 feet away from the old site, the congregation decided to move. Instead of going to the expense of putting up a new building, the members voted to take along their old one, which was erected in 1832. To get to its new site the church would have to cross historic Boston Post Road, which on weekdays is jammed with

an unending traffic of cars and heavy trucks.

One Sunday last month, when traffic was fairly light, the congregation held services out in the road. Then, with the highway blocked off, movers inched the church along on rollers at the rate of 60 feet an hour. Sightseers from all over fashionable Fairfield County came to watch, and church members sold food to help pay the \$10,000 moving bill. Said one Westport matron: "This is more fun than a cocktail party!"

NOW! 3 new ELASTIC dressings with the famous BAND-AID name!

The makers of BAND-AID® Adhesive Bandage—your favorite protection for little cuts—now bring you 3 amazing new elastic dressings!

Specially shaped and designed for hard-to-bandage places.

Get all three, and give every little injury the best possible protection!

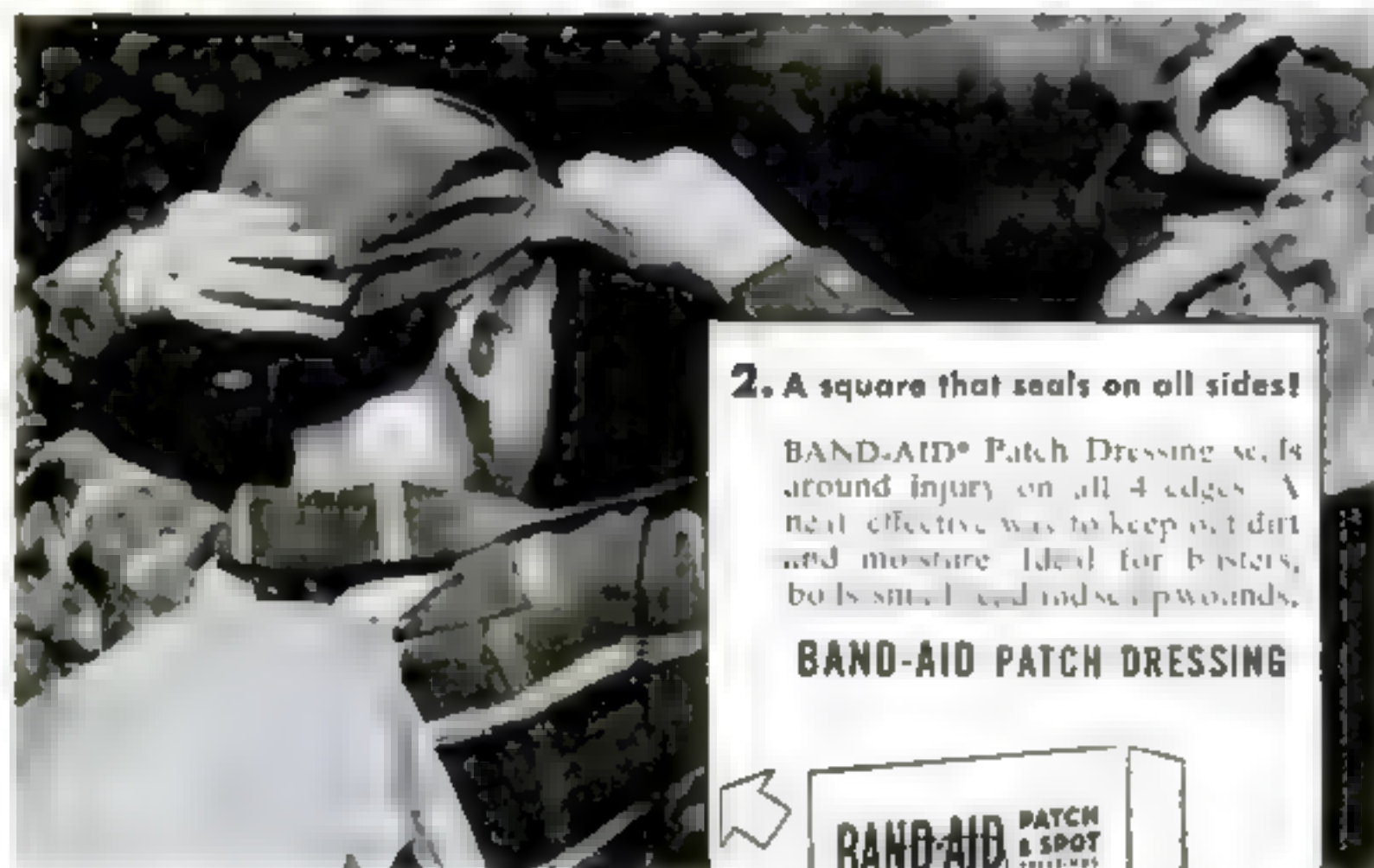
1. A bandage that lets knuckles bend!

BAND-AID® Elastic Adhesive Bandage—four new shaping styles—lets knuckles, knees, and elbows bend comfortably. It's snugly without binding.



**BAND-AID
ELASTIC
ADHESIVE
BANDAGE**

Look for the word Elastic on the box.



2. A square that seals on all sides!

BAND-AID® Patch Dressing seals around injury on all 4 edges. A neat, effective way to keep out dirt and moisture. Ideal for blisters, boils, scratches and deep wounds.

BAND-AID PATCH DRESSING



3. A tiny circle ideal for face!

BAND-AID® Spot Dressing protects small face wounds inconspicuously. Seals all around the edge. Ideal for tiny cuts, puncture wounds, moles, warts and corns.

BAND-AID SPOT DRESSING

Patch and Spot Dressings packed together in new unit box.



All 3 have these advantages!

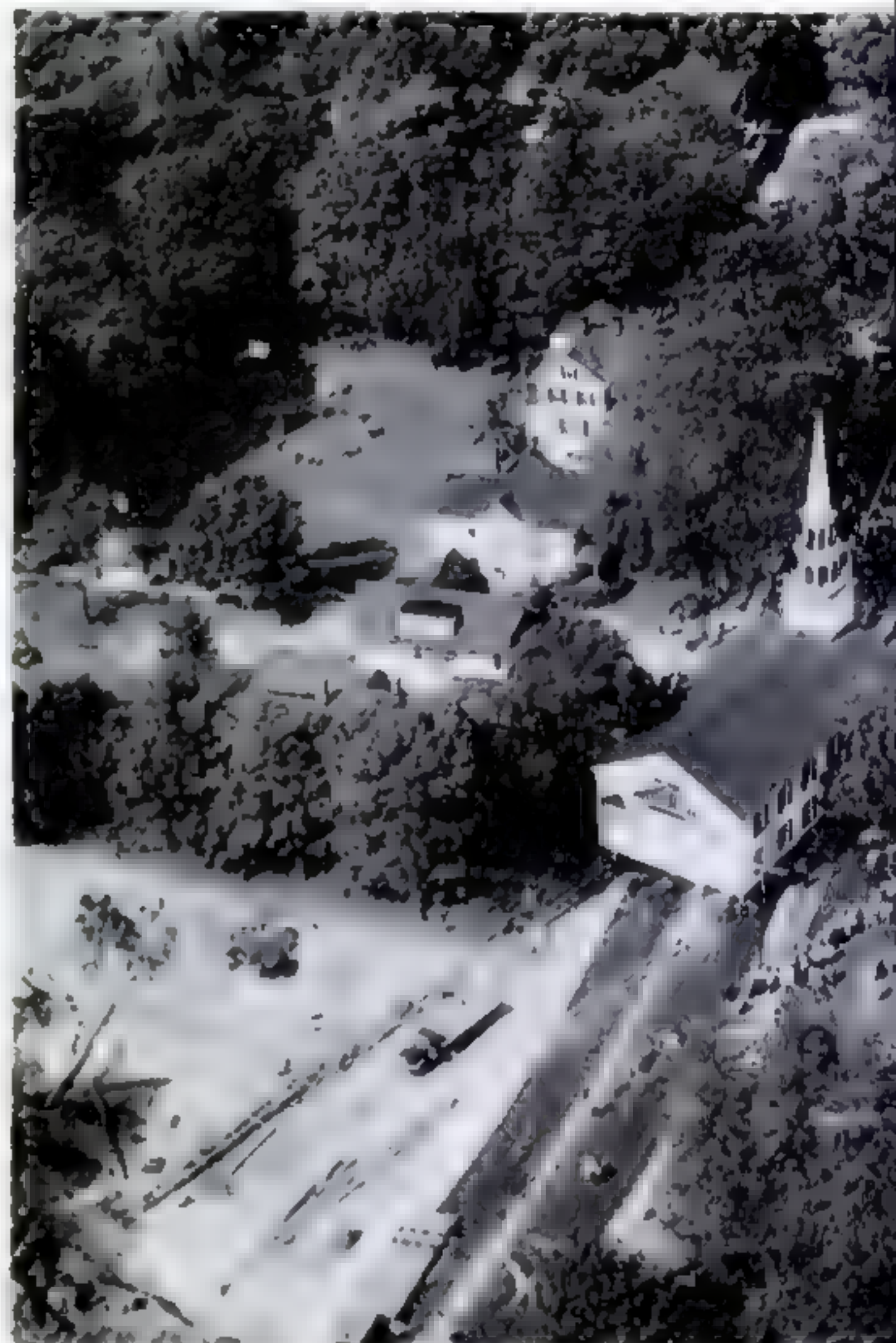
- They fit better because they stretch
- More comfortable, do not bind
- Individually wrapped
- 100% sterile
- Waterproof
- Flesh color, inconspicuous

*BAND-AID means made by
Johnson & Johnson

Church Moving CONTINUED



CHURCH ROLLS on gumwood logs laid on wooden track, which was built along the entire route. While some workers hold rollers in place under church



CHURCH STRADDLES HIGHWAY on its way from old site (lower left) to new site (upper right). Winch on truck nearest church at right, between the



others bring rollers from rear after building has passed over them. Here church is crossing highway. Nothing was removed from the building before the move.



tracks, pulls church along while truck at left anchors it to keep it from moving too fast. Entire move took 10 hours. The highway was blocked for six hours.

CONTINUED ON PAGE 132

only the
Van Heusen *CENTURY* Shirt
has the patented soft collar that

won't
wrinkle
ever!



Secret behind Van Heusen Century! It's woven in one piece. No sewn or fused layers to wrinkle. Fold line woven in to stay . . . can't be ironed wrong.

Two collar models, single or French cuffs.

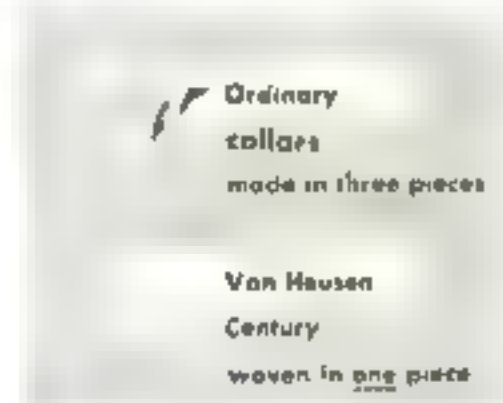
Regular collar: Van Heusen Century 100, \$3.95 Van Heusen Century 400, \$4.95
Wide-spread: Van Heusen Century 200, \$3.95 Van Heusen Century 500, \$4.95



Perspiration won't wilt it!
Soft collar of new Van Heusen Century keeps neat and smart round the clock... without starch...or stays.



Laundering won't hurt it!
Easy to launder—you can't even iron-in wrinkles. No starch, less ironing mean more comfort...more wear.



Patented one-piece collar!
Has no lining—just can't wrinkle. Van Heusen "Comfort Contour" collar styling always gives a neat look.

Van Heusen [®]
REG. U. S. P. O.
CENTURY shirts

\$3.95 and \$4.95

A new shirt free if your Van Heusen shrinks out of size!
Phillips-Jones Corp., New York 1, N. Y., Makers of Van Heusen Shirts•Sport Shirts•Ties•Pajamas•Collars



How you can get the most out of a new car demonstration

A demonstration drive—a trial run—of a new car ought to be something more than a ride down the boulevard. If you're going to lay out your hard-earned money for a car, you ought to find out all you can about it . . . and see how it stacks up against the others.

A tape measure is a fine thing to have along. Also a notepad, so you can keep track of the features and make up your own mind as to which car is the best total value.

You'll get more out of the ride if it's planned to include city streets, hills, rough pavement, and other varied conditions. While the dealer or salesman is demonstrating important points, it's better if he does the driving so you can concentrate on the information he's giving you. Then *you'll* want to take the wheel, preferably where you won't be distracted by heavy traffic.

You'll find that your nearby Plymouth dealer plans his demonstration in this considerate manner. And there's no one he likes better than the person who says "Show me!" for he's got the car that can do just that.



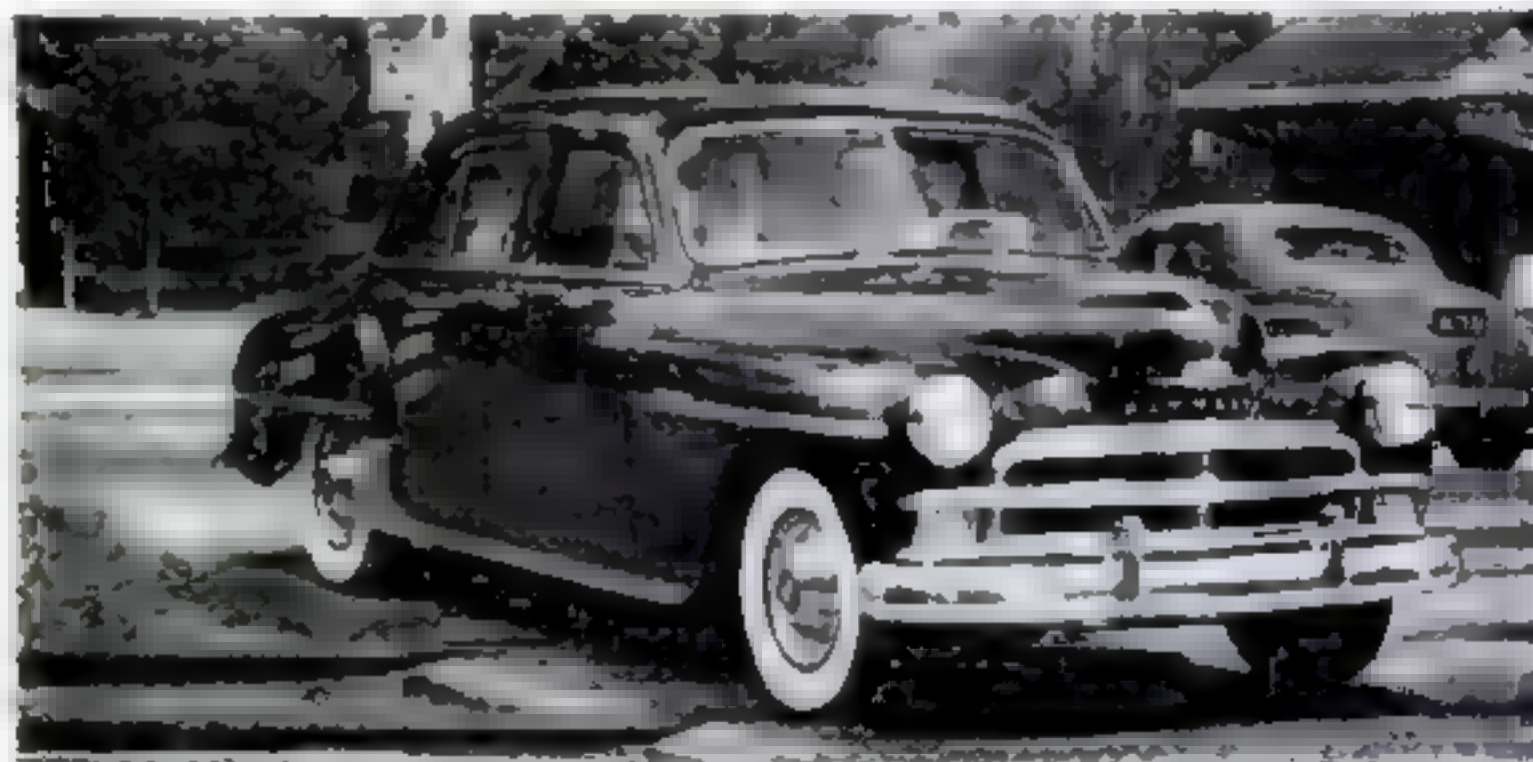
CHECK AND COMPARE dimensions and you'll find amazing differences. A Plymouth rear door opens 10 inches wider than the rear door of one of the other two leading low-priced cars, and 12 inches wider than the other. Door openings are much larger, making it easier to get in and out. Check headroom and legroom. Notice Plymouth's front seat adjustment—the seat *rises* as it moves forward, for shorter people.



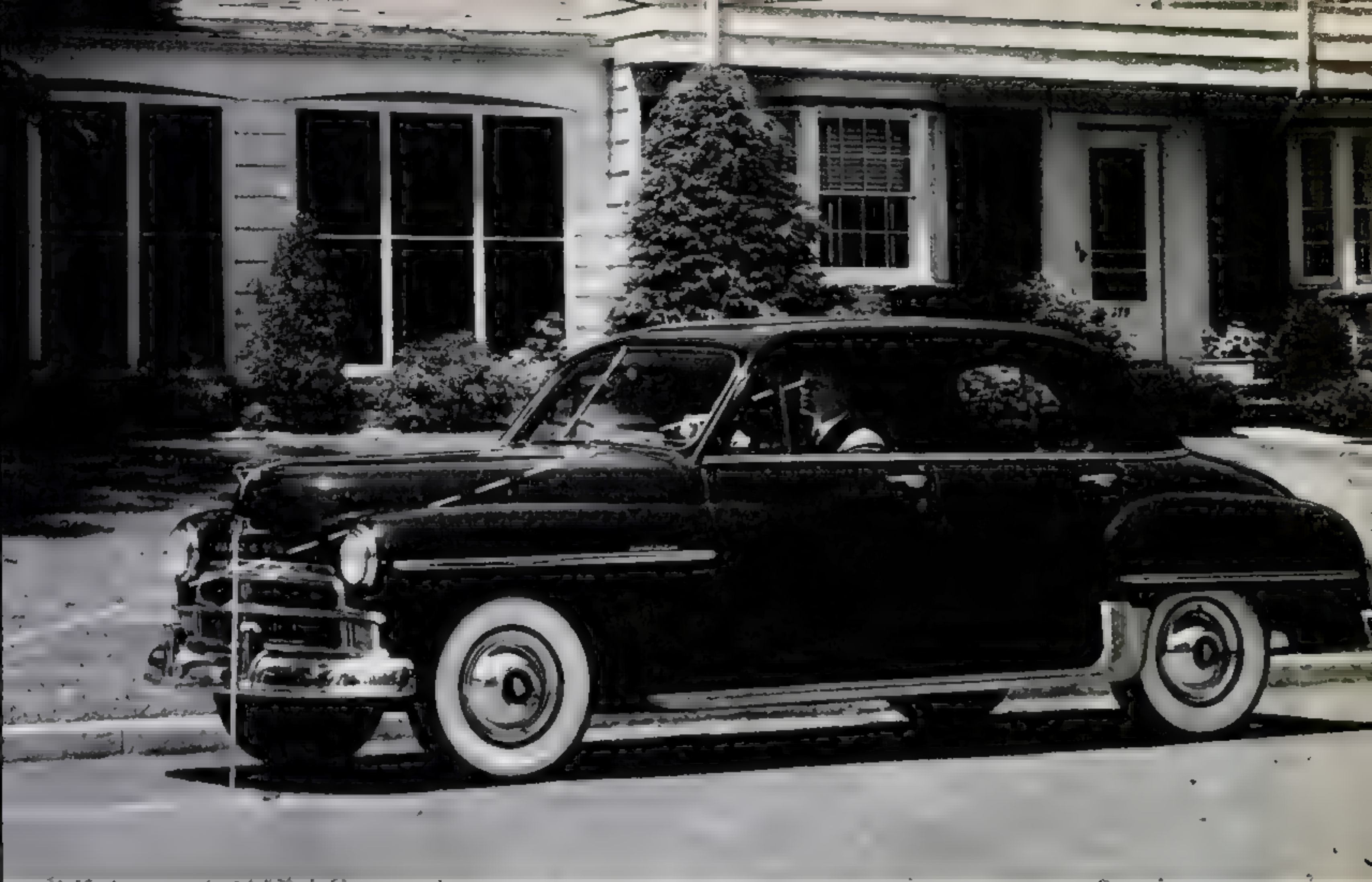
LOOK AT AND LOOK OUT OF the car. The styling, besides being smart and modern, should allow you to sit naturally and see out clearly. Illustrated is a way to test vision from the front seat. Simply measure out from the



AS YOU START, observe how many hand motions the driver has to make. Cars differ in this. For instance, in the lowest-priced field, only Plymouth starts automatically when you turn the ignition key. One hand does it all. You don't have to fuss with a choke, for Plymouth does that automatically, too. (An additional benefit: You don't waste fuel by overchoking.)

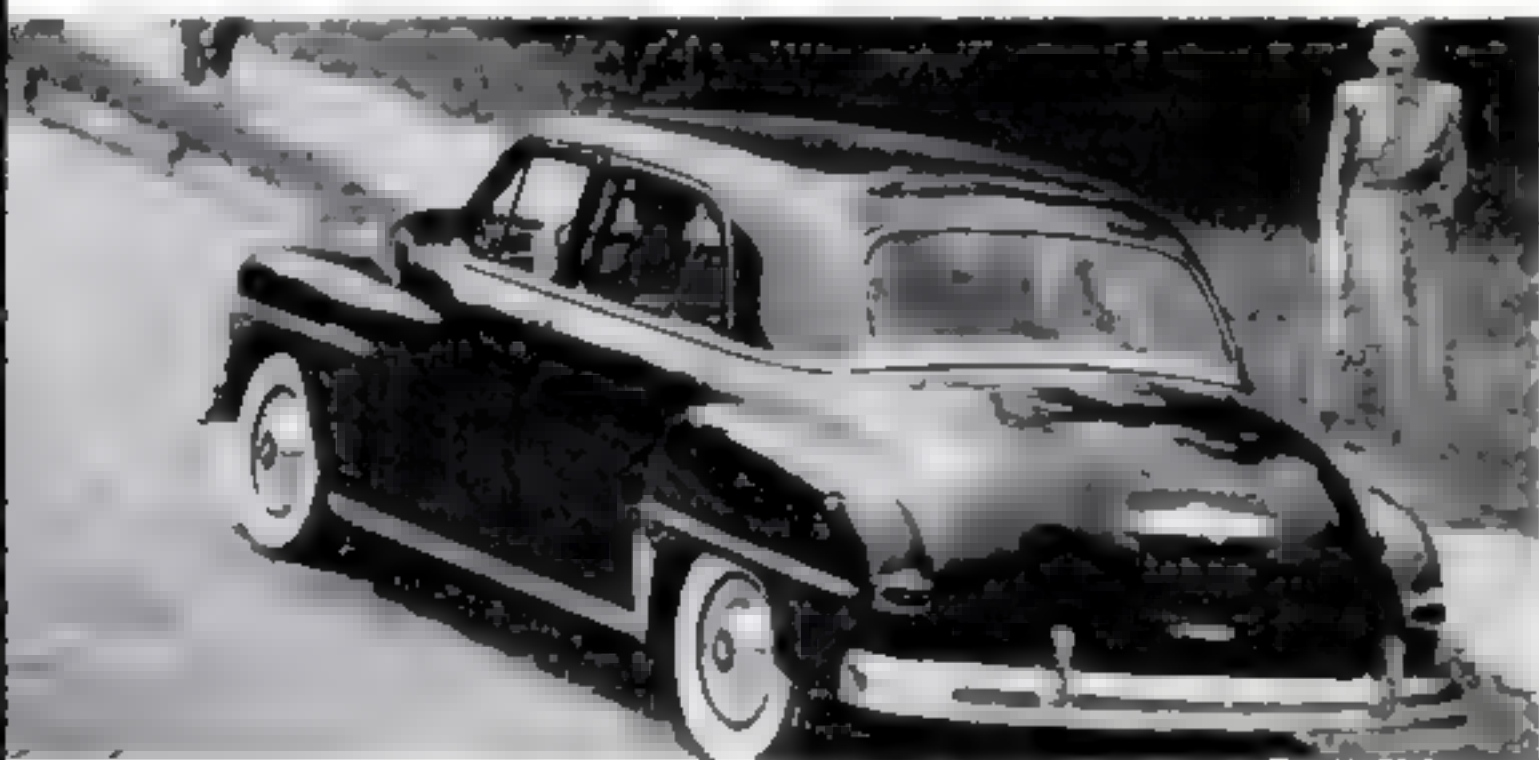


PUT IT OVER THE BUMPS and watch for excessive pitching or rocking. We're confident that in the lowest-priced field you won't find anything to touch the Plymouth ride. Super-Cushion Tires, diagonally mounted rear shock absorbers, synchronized springs and many other features are all engineered to work together so you glide instead of bounce over rough spots.



front of the car to the first point the driver can see on the ground. When you compare cars on this basis, you'll see the advantage of Plymouth's chair-height seats. Plymouth's seats not only give you natural, easy posture,

but they hold you up where you can see objects close to the car. In a Plymouth, you can see the road ahead closer to the car than in either of the other two leading lowest-priced cars.



AT THE FOOT OF A HILL slow down and then step on the gas to see how the car responds. All new cars do well with a running start, but this little test really impresses you with the brute power, smoothness and all-around performance of a Plymouth. No other car in the lowest priced class gives you a 97-horsepower engine with the high 7.0 to 1 compression ratio.



ON THE STRAIGHTAWAY try the car at everything from idling to a good highway speed. (Some cars run fine at certain speeds, not so efficiently at others.) We think you'll find the Plymouth smooth and quiet in all speed ranges. Automatic spark control and 4-in-1 carburetion mean that the spark and fuel are always adjusted to the speed at which you're driving.



ANY NEW CAR stops quickly. But the same pedal pressure in the same car will sometimes produce a different response. You want your brakes to react as predictably as your hand or foot. So test for uniformity of control. With a total of 6 hydraulic brake cylinders compared with 4 for the other two leading low-priced cars, Plymouth brakes do offer you better control.

There are, of course, many other things your demonstration ride ought to include. Your nearby Plymouth dealer has available to you a booklet that will help you check them. This booklet shows twenty important features of a car and explains what these features ought to do for you. It describes these features as found in Plymouth and in the other low-priced cars. This booklet is free. Its title is "Packed with Value and Ready to Prove It." Your nearby Plymouth dealer will be very happy to give you a copy.

PLYMOUTH Division of CHRYSLER CORPORATION, Detroit 31, Michigan

Plymouth



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NEW!
for
clean
teeth



ALL- NYLON TOOTH BRUSHES

in soft or medium textures

You can have clean, sparkling teeth with this new-type, all-nylon tooth brush with nylon bristles and nylon plastic handle. Nylon handles are tough. Nylon bristles are clean, dry quickly, keep their proper stiffness. And they last longer.



All-nylon brushes can be sterilized in boiling water. When dry, the whole brush is clean... nylon bristles are like new again.

Nylon bristles come in varying diameters. You can get brushes in soft, medium or hard textures... the type to suit your teeth or gums.



Quality - controlled, thin nylon bristles get in between your teeth... others scrub surfaces. Your teeth can be thoroughly cleaned.

Buy new, all-nylon tooth brushes for your family. Make this a household rule because...

The best brushes have
**DU PONT NYLON
BRISTLES**



Better Things for Better Living... through Chemistry

Church Moving CONTINUED



GASOLINE PUMP is removed temporarily to clear route for truck, which was not built across road until morning of the move.



BOY SCOUT Jackie Mitchell sells pictures taken of move by his father, a church member. They sold 20, making \$10 for church.



FOOD STAND set up by church sells sandwiches, coffee to sightseers wearing "Moving Day" badges, also sold by members. Church made \$606.96 from sales.

**Brighter Shines
WITH
1/2 THE RUBBING**



Because it Recolors and
Polishes at the Same Time

• Kiwi helps to keep your shoes softer and more comfortable.

• ASK ANY G.I. ABOUT KIW!.

KIWI SHOE POLISH

836 SO. SWANSON ST., PHILADELPHIA, PA.

BLUE JAY SAY:

"Quick CORN Relief!"



BLUE JAY

REMOVES CORNS QUICK

AMERICA'S No. 1 CORN PLASTER

Novel **MR. PEANUT Mechanical Pencil**



YOURS for only
25¢

Everybody wants one. Precision-made, complete with clip, eraser, extra leads. Send today to PLANTERS PEANUTS, Dept. L.S., Wilkes-Barre, Pa.

**RELIEVES PAIN OF
HEADACHE • NEURALGIA
NEURITIS**

FAST

The way
thousands of
physicians
and dentists
recommend



Anacin® relieves headache, neuralgia, neuritis pain fast because Anacin is like a doctor's prescription—that is, it contains not just one, but a combination of medically proven, active ingredients in easy-to-take tablet form. Thousands have been introduced to Anacin through their own dentist or physician. If you have never used Anacin, try it yourself for incredibly fast, long-lasting relief from pain. Don't wait. Buy Anacin today.



Nothing else quite takes its place

To the man who knows good whiskey,
there is no substitute for "the real
thing."

Among bourbons, especially bonded
bourbons, that is Old Grand-Dad.

It goes into the aging casks a superior
bourbon, well and carefully distilled
from choice grains.

It emerges a superior bond, mellowed,
ripened, recognized for its top quality.

You can serve another bourbon and
perhaps save a few cents.

But you will not quite get the same
appreciation from your guests as when
you bring out Old Grand-Dad—long
known as Head of the Bourbon Family.

That tells everyone you know top
quality—and serve it.

*The Old Grand-Dad Distillery Company,
Frankfort, Ky.*

OLD GRAND-DAD

Head of the Bourbon Family

KENTUCKY STRAIGHT BOURBON WHISKEY





THE ALEXANDER SMITH FLOOR-PLAN RUG in the room above cost about \$120 in the 12' x 15' Floor-Plan size that fits this room. It is one of seven broadloom qualities, and over 40 patterns, in Floor-Plan Rugs.

EACH PATTERN COMES IN 20 ROOM SIZES, so you're sure to find the size to fit your room nearly wall-to-wall. Other quantities in this 12' x 15' size will cost you from about \$120 to about \$220.00*.

*Choose the size that fits your floor
from 20 room sizes in broadloom*

Floor-Plan Rugs

Dollar for dollar, what can you buy today that gives you such beauty, such service, such honest value...as broadloom for your home! And Floor-Plan Rugs give you *added* value. Because they're ready-made of broadloom, at *savings* you enjoy when you buy anything ready-made instead of made-to-measure. So let your family enjoy the beauty of broadloom in your own home. Ask to see Floor-Plan Rugs the next time you're in your favorite carpet, furniture or department store.

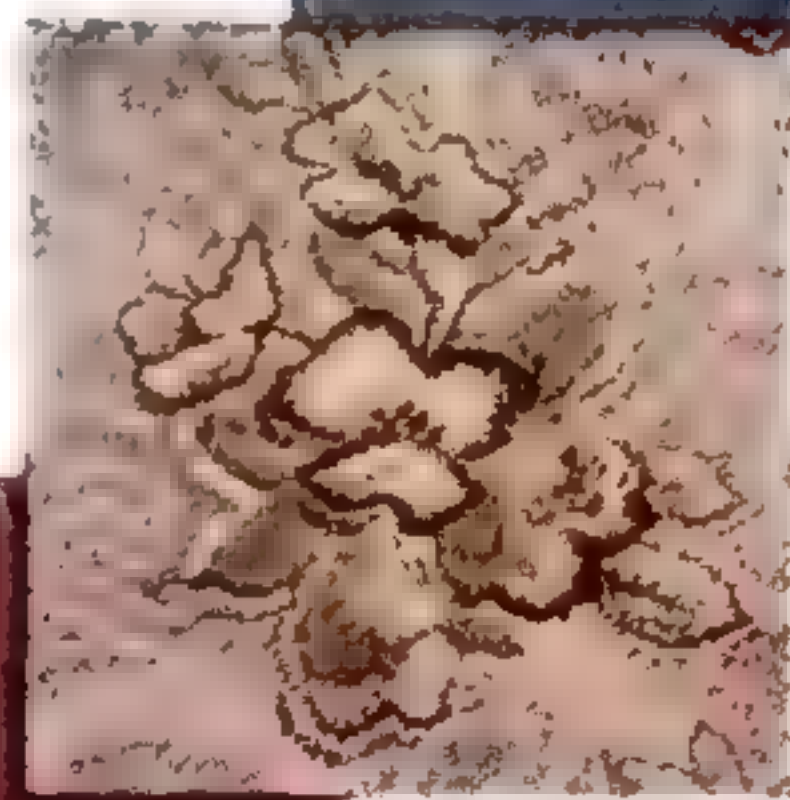
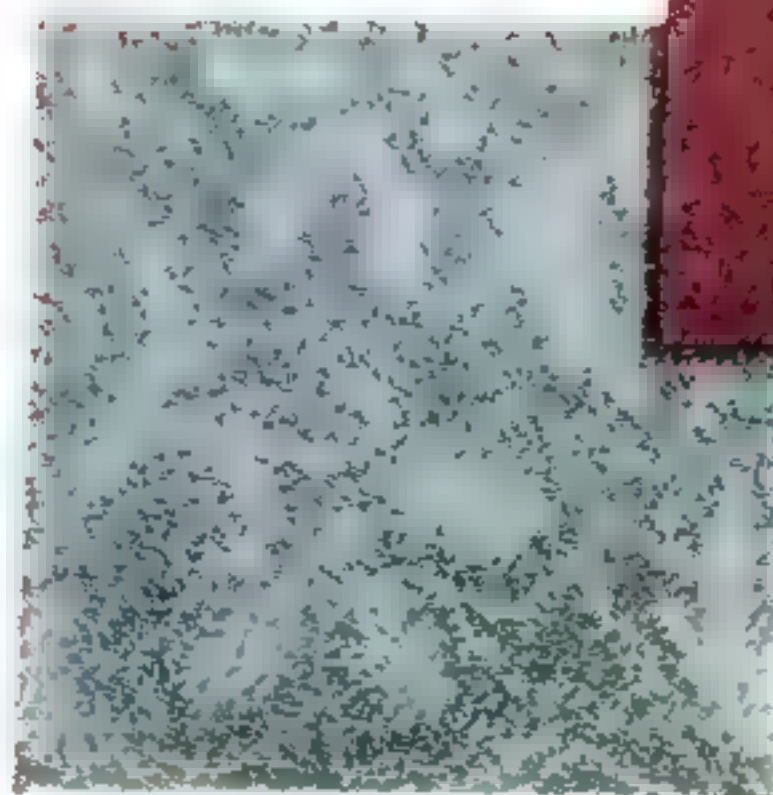
Alexander Smith

FLOOR-PLAN RUGS  BROADLOOM CARPETS



*Using the 9' x 12' size as a gauge, the
Floor-Plan patterns on this page are
priced from about \$85 to \$135.**

*Slightly higher in the West.



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CLARA DUDLEY, Dept. L-950
Alexander Smith & Sons Carpet Company
285 Fifth Avenue, New York 16, N. Y.

I enclose 25¢ for your Colorama book, showing me how
to decorate on a low budget.

Name

Address

City State



1847 Rogers Bros. brings you a joyous new pattern —

Now at your silverware retailer's \$2 per set complete service for 8, \$69.75, with tarnish-resistant chest. No Fed. tax. Easy terms.

// DAFFODIL //

It's A LITTING, lighthearted love of a pattern — 1847 Rogers Bros.' new "Daffodil"!

With the century-old artistry that characterizes all 1847 Rogers Bros. designs — a perfection of detail and fine balance, an exquisite

height and depth of ornament.

Yet there's a new, fresh, "tomorrow" look to it — a beauty unlike anything you've seen in silverplate before! Truly a pattern for the young in heart — for you!

1847 ROGERS BROS.

America's Finest Silverplate

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IN THE BIG GLASS-ROOFED STATION AT MILAN A PASSENGER DASHES TO BOARD HIS COACH JUST BEFORE THE EASTBOUND SIMPLON-ORIENT EXPRESS PULLS OUT

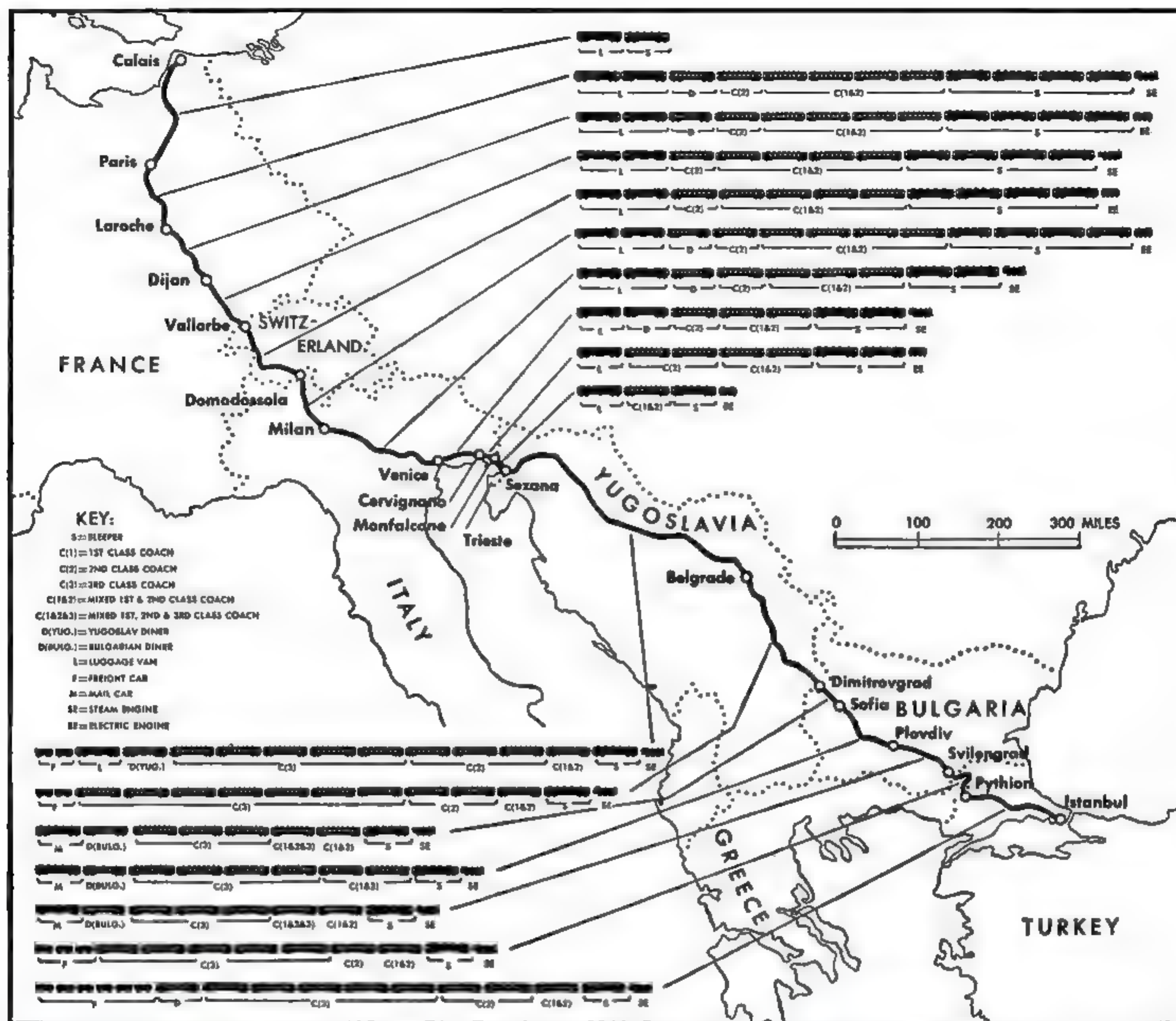
LIFE rides the

SIMPLON-ORIENT EXPRESS

Europe's most famous train has lost its luxury but kept its air of intrigue

To mystery lovers there is no more romantic train in the world than the Orient Express, which runs between Paris and eastern Europe. The white-haired lady spy of Alfred Hitchcock's *The Lady Vanishes* rode the Orient Express, and the crime of Agatha Christie's *Murder in the Calais Coach* took place on it. Legend has built the train into a vehicle for romantic skulduggery. But there is, in fact, good basis for its reputation. Only last February, on the Orient Express near Salzburg, Austria, Eugene Karpe, the U.S. naval attaché friend of Robert Vogel, fell or was pushed to his death under mysterious circumstances.

The Orient Express has three sections, Paris-Warsaw, Paris-Bucharest and Paris-Istanbul. The Istanbul train is called the Simplon-Orient Express because it uses the Simplon Tunnel to pass through the Alps. Americans cannot go all the way as they cannot get visas for Communist Bulgaria, and luxury accommodations now are more limited than in the 1930s. But as reported on these pages by LIFE Photographer Jack Burns and Correspondent Roy Rowan, the trip is still a fascinating ride through a secretive world of diplomats and refugees. It also provides a look at fringes of the Iron Curtain which can be had in no other way.



ROUTE OF THE TRAIN and equipment carried on typical run through seven countries are shown by keyed chart. There are 16 major equipment changes. The Express is first made up at Paris, where two cars of the boat train from Calais,

one going to Trieste and the other to Belgrade, are connected to cars for Switzerland and Italy and to two through cars for Istanbul. Steam power is used most of the way. Train makes eight border crossings, dipping into Greece twice.



ITALIAN PORTER Alfredo Piccini, 56, shown here in Milan, takes sleeping car to Trieste. The service stripes stand for 25 years with Wagons-Lits.



ITALIAN ATTENDANT counts currencies in the dining car. On his table are dollars, pounds, Swiss and French francs, lire, Wagons-Lits meal tickets.



YUGOSLAV CONDUCTOR stands by dining car in Ljubljana. The car is identified in Roman alphabet (left) for Croats and in Cyrillic (right) for Serbs.



YUGOSLAV ATTENDANT peels potatoes in dining car vestibule. In Yugoslavia each car has a woman attendant who wears a black dress and kerchief.



AT CALAIS AN ENGLISHWOMAN IN SENSIBLE OVERSHOES CARRIES BAGGAGE TO TRAIN

EQUIPMENT AND PERSONNEL CHANGE AT EVERY BORDER

The Simplon-Orient Express is not a unified train in the American sense. It is a changing patchwork of equipment and personnel drawn from each country it crosses. Entering Yugoslavia and Bulgaria, the train drops off to almost nothing (*map opposite*) since there are few through passengers, then picks up third-class coaches and even boxcars to haul peasants for short distances. There are two through cars from Paris to Istanbul—a Wagons-Lits sleeper and a mixed-class coach. A first-class ticket, with berth, costs \$185. Running time from Paris to Istanbul (1,881 miles) was recently cut from 109 to 80 hours, as compared to the 1939 time of 56 hours. (The Super Chief goes a longer distance, 2,224 miles, from Chicago to Los Angeles, in 39½ hours.)

The Wagons-Lits Co. not only owns the sleeping cars, as the Pullman Co. used to own all of them in the U.S., but also operates the train. However it does not have firm control east of Trieste. The Yugoslavs and Bulgarians operate their own dining cars, with disastrous digestive results. The Bulgarians are also to blame for the fact that the train is usually hours late into Istanbul. They overload the schedule by flagging the train at every mudhole.



YUGOSLAV INSPECTOR makes a passport check as the train nears Bulgarian border. Like other officials in Yugoslavia he has a quasi-military status.

TURKISH PORTER, Palic Cetindag, sits in the aisle of sleeper with nothing much to do as the train nears Istanbul. He had only six passengers in his car.



GREEK ENGINEER stands by Turkish locomotive at border town of Pythion, where he turned it over to a Turkish engineer for the last leg of the trip.







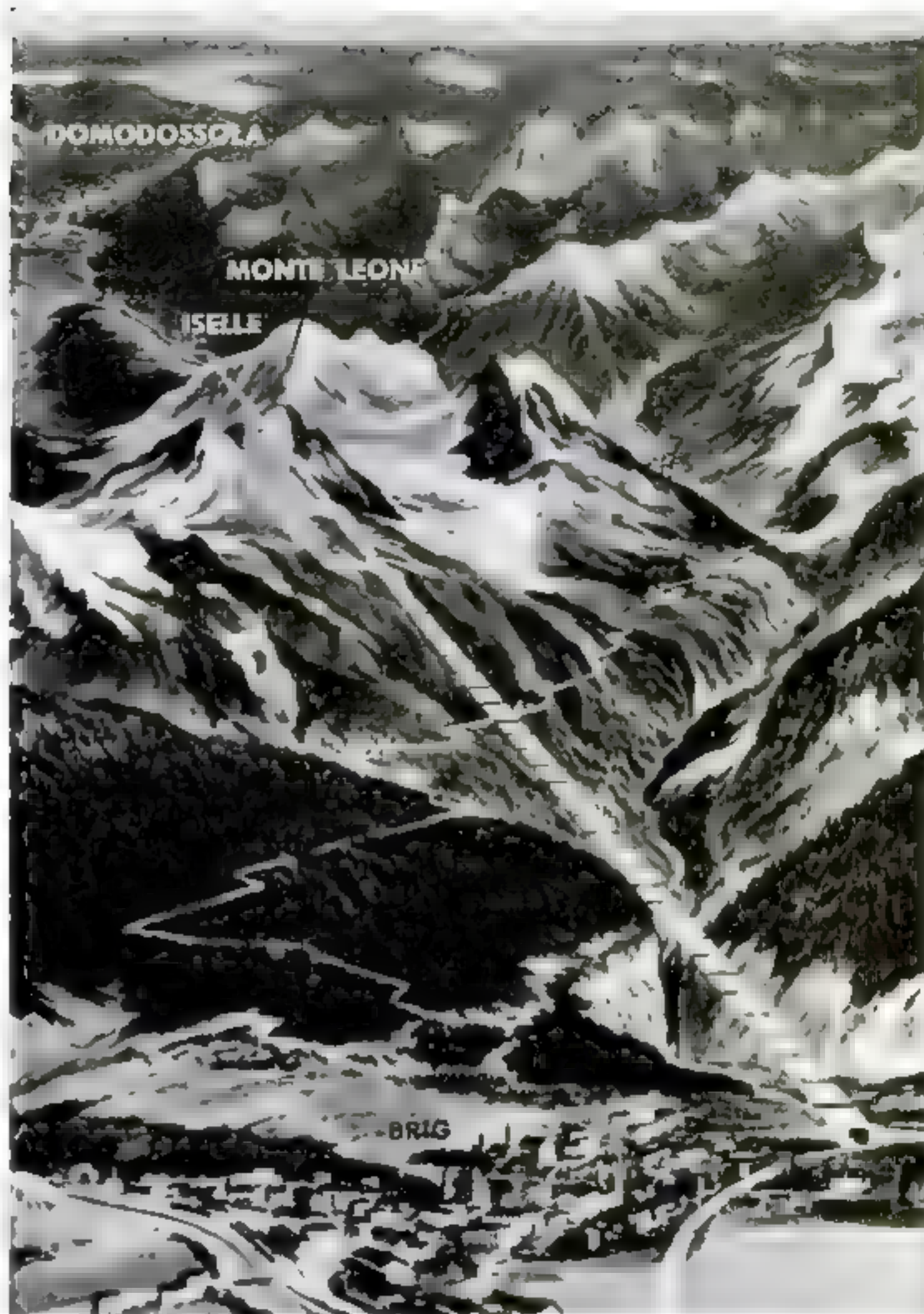
THE EXPRESS STARTS THROUGH THE SIMPLON TUNNEL

VACATIONERS TAKE OVER FIRST PART OF THE TRIP

On the first lap of its run the Simplon-Orient Express seems like its own prewar self. Six hours out of Paris, crowded with boisterous passengers bound for vacations in Switzerland and Italy, the train is skimming along the green shores of Lake Geneva (*opposite*), curving past the turreted castle that Byron made famous in his *Prisoner of Chillon*. Along with the vacationers are a few businessmen, some somber gentlemen unmistakably branded as diplomats by their Hornburgs and briefcases, and nervous diplomatic clerks (*below, left*).

In Switzerland, Correspondent Rowan sat beside a Belgian businessman who was bound for Yugoslavia. "Soon we will see if Monsieur Tito wants to buy bricks!" he exclaimed dramatically. A U.S. State Department courier overheard him. "I don't know much about business," he said, "but you can tell a lot about these countries by the food and drink they serve as the train goes through. In France and Italy you get wine and beer. That's the way the people seem—light and bubbly. But in Yugoslavia you get that liquid dynamite, Rakia. Just like the 'Jugs'—real rugged. They're certainly the guys to buy bricks."

A few hours later, after passing through the Simplon Tunnel, the train jogged along toward Trieste. Now the skiers and mountain climbers were gone. There were only seven first-class passengers left aboard as the Orient Express came rolling into the twilight zone of the cold war.



SIMPLON PASS, under which world's longest tunnel runs, starts at Swiss town of Brig (*lower right*). Tunnel ends at Iselle (*upper left*), 12¼ miles away. Train crosses Italian border underneath Monte Leone. Napoleonic highway runs over the pass.



FRENCH CLERK, bound for Belgrade to work in embassy, wore dark glasses, was shy of strangers.



BRITISH VACATIONER, Italy-bound, was so broad of beam he had trouble getting past baggage.



SWISS VACATIONERS, the train's merrymakers, whooped it up at stop just inside Italian border.



"MYSTERY WOMAN," who said she was a stateless Czech, talks to Courier Croasdale on the train.



IN MILAN Croasdale hands a diplomatic packet through window to Vice-consul J. Raymond Baine.

U.S. COURIERS Dick Ficken (right) and Bill Croasdale put diplomatic sacks aboard the train in Paris.

THE TRAIN AND SCENERY CHANGE EAST OF TRIESTE

In Yugoslavia the seven first-class passengers were more in character with the train's romantic reputation. Four of them were diplomatic couriers—two Britons bound for Sofia and two young Americans (above, left), who were taking State Department pouches on the regular run to Belgrade. There was also a stateless "mystery woman" (above, center) with two fur coats and a German concentration camp number tattooed on her arm.



AT SUKOVO, in east Yugoslavia, a young Serb fondles dog at the station.



AT ZAGREB soldiers hang around the station, giving it martial air that characterizes all Yugoslavia.



YUGOSLAV PEASANTS jam corridor of a second-class coach. Overflowing from third-class carriages,

they sit anywhere they can find room as the Orient Express rocks along between Nis and Dimitrovgrad.



IN VENICE another pouch, marked by a State Department code number, is delivered by Croasdale.



HOME-COOKED MEAL is prepared by couriers in compartment to avoid food in Yugoslav diner.



IN BELGRADE, end of the run, they deliver last pouches to the mailroom of U.S. Embassy.

The look of the land also changed abruptly. Rowan reported, "Second- and third-class coaches were suddenly filled with peasants and soldiers. Rattling across the Croatian plain, which is sliced into huge collective farms, I saw several youth labor camps enclosed by barbed wire. The land and the people had a grim look. Once I waved to a switchman watching the train pass. He glanced furtively to make sure no one was looking, then

saluted. A Yugoslav engineer who had seen him explained, "This isn't the happy season. We are happy in the fall when the crops are in."

Next morning the Express chuffed through a canyon and pulled into Dimitrovgrad on the Bulgarian border. The sleeper now had only the two British couriers and a Yugoslav general. Unable to get Bulgarian visas, Birns and Rowan got off, flew to Greece and rejoined the train there.



AT GREEK BORDER Greek inspector chats with peasant after checking railroad ties for land mines.



AT BULGARIAN BORDER a black-uniformed Bulgar guard boards train.



PASTORAL SCENE in Greece, near where borders of three nations meet, makes land look more peaceful

than it is. Train enters Greece from Bulgaria, goes into Turkey, back to Greece, then back to Turkey.



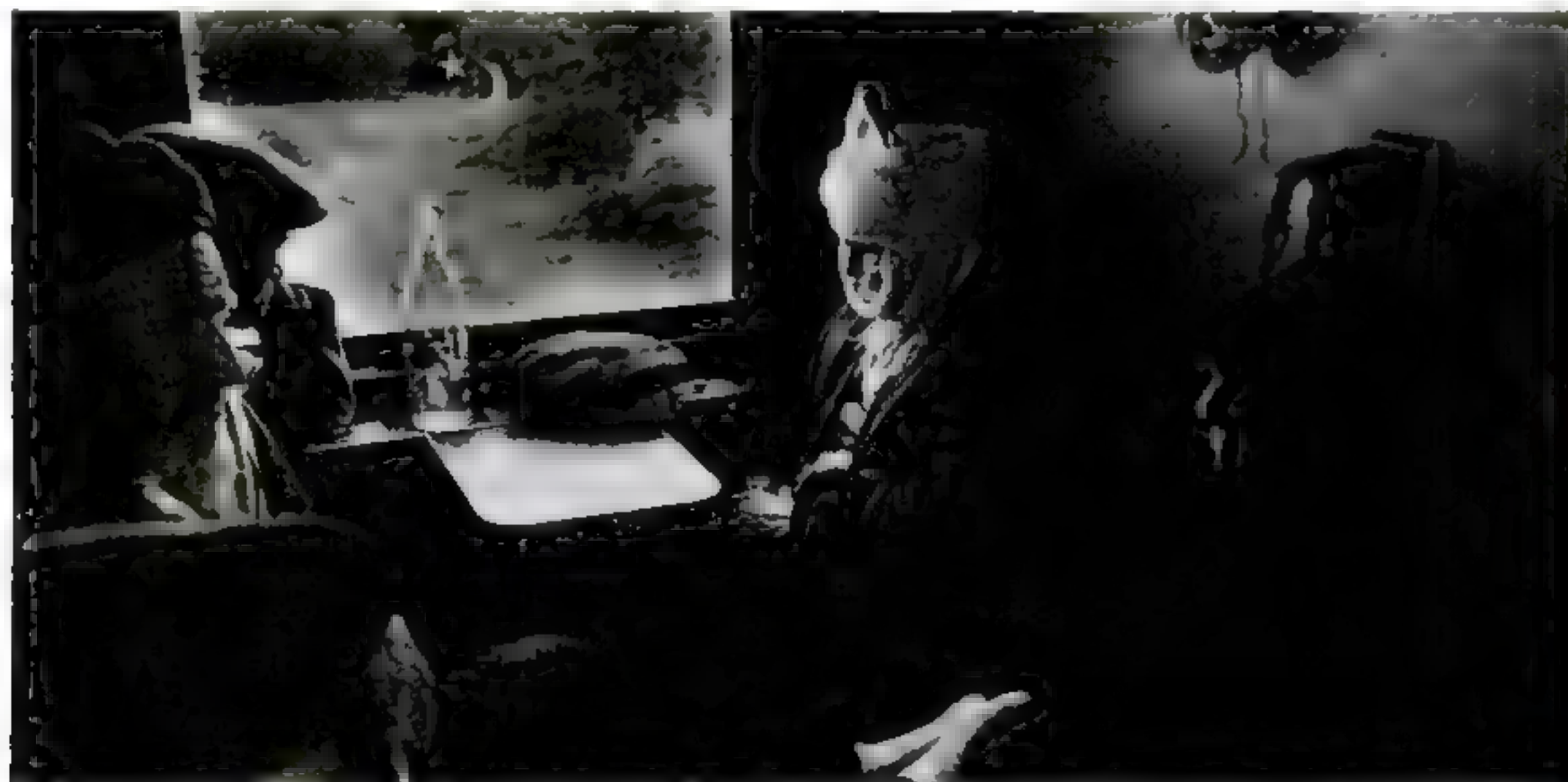
FUR-COATED PEASANTS in Edirne station are going "home" to Turkey, a land most of them have never seen. They are Turkish-descended natives of Bulgaria who are being belatedly repatriated under 1925 agreement between two countries. Women probably bought coats in order to take some assets since Bulgarian Communists usually find ways to steal peasants' money and land before letting them go.



GREEK SOLDIERS board boxcars at Svilengrad to guard train against Communist marauders who sneak across border from Bulgaria to join Red guerrillas in Greece.



LONE DINER eats his dinner during trip across Turkey while attendant sweeps out the car. Dining cars are run at a loss but are kept on because of train tradition.



THIRD-CLASS COMPARTMENT of coach put on at Bulgarian border is crowded with Turkish peasants. On window is

Turkish crescent. Woman at right wears a black Moslem *carsaf*. Above her hang pretzel-like *simit*s, favorite food in Turkish diet.

END OF LINE is reached as the Simplon-Orient Express, trailing long plume of smoke, steams into the city of Istanbul, where the sun silhouettes the dome of Hagia Sophia mosque and Turkish fishing smacks on Sea of Marmara.



WIGWAG TAIL PREVENTS ZIGZAG IN ROCKETS!

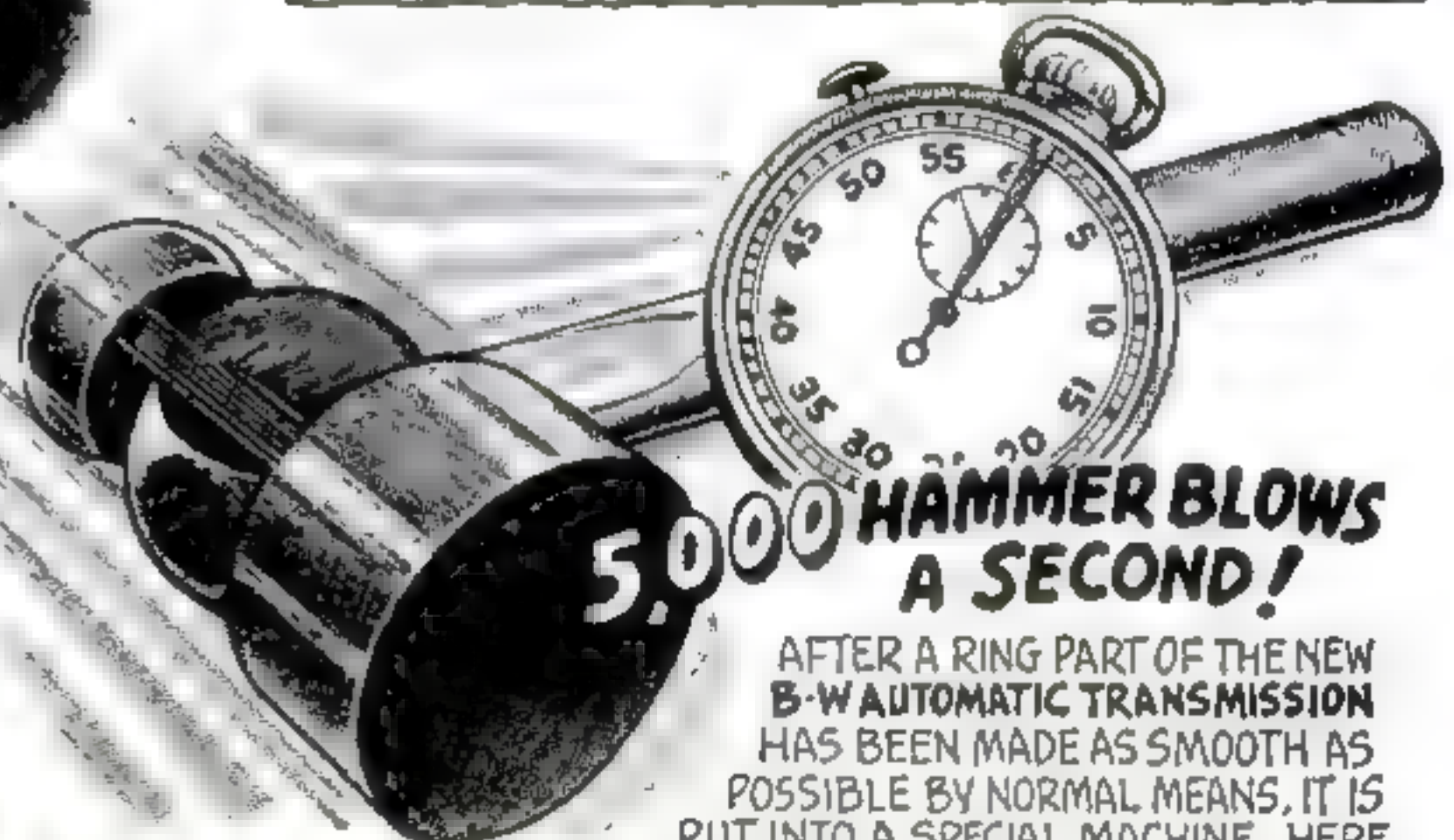
NAVY'S VIKING RESEARCH
ROCKET HURLS ITSELF HEAVENWARD
AT MORE THAN 5 TIMES THE SPEED OF
SOUND. THE FIERY TAIL BLAST THAT PROPELS
THE 5-TON ROCKET ALSO "STEERS" IT.
BY AUTOMATICALLY ADJUSTING THE
ANGLE OF THE BLAST, POWERFUL
PUMPS FROM **B-W'S PESCO**
HELP TO KEEP THE VIKING
STRAIGHT ON ITS
COURSE.

RIPLEY'S



NEW-TYPE SOLE LASTS 10 TIMES AS LONG!

GARY MAILMAN, H.W. PALMER, HAS WALK-TESTED SHOE SOLES FOR NEARLY 4,300 MILES. ON HIS RIGHT SHOE HE HAS WORN OUT 10 LEATHER SOLES. ON HIS LEFT SHOE HE HAS USED ONLY ONE — A NEW SUPER-TOUGH SOLE MADE WITH *MARBON 8000 RESIN, A PRODUCT OF B-W'S MARBON. THIS SOLE IS WATER-PROOF, NON-SLIP, NON-MARKING.



5,000 HAMMER BLOWS A SECOND!

AFTER A RING PART OF THE NEW B-W AUTOMATIC TRANSMISSION HAS BEEN MADE AS SMOOTH AS POSSIBLE BY NORMAL MEANS, IT IS PUT INTO A SPECIAL MACHINE. HERE THOUSANDS OF HAMMER BLOWS PER SECOND POUND IT TO GIVE A MIRROR-LIKE SURFACE... ACCURATE TO 5 MILLIONTHS OF AN INCH! THIS HELPS TO ASSURE A PERFECT OIL SEAL IN THE TRANSMISSION.

185 PRODUCTS
IN ALL ARE MADE BY

BORG-WARNER

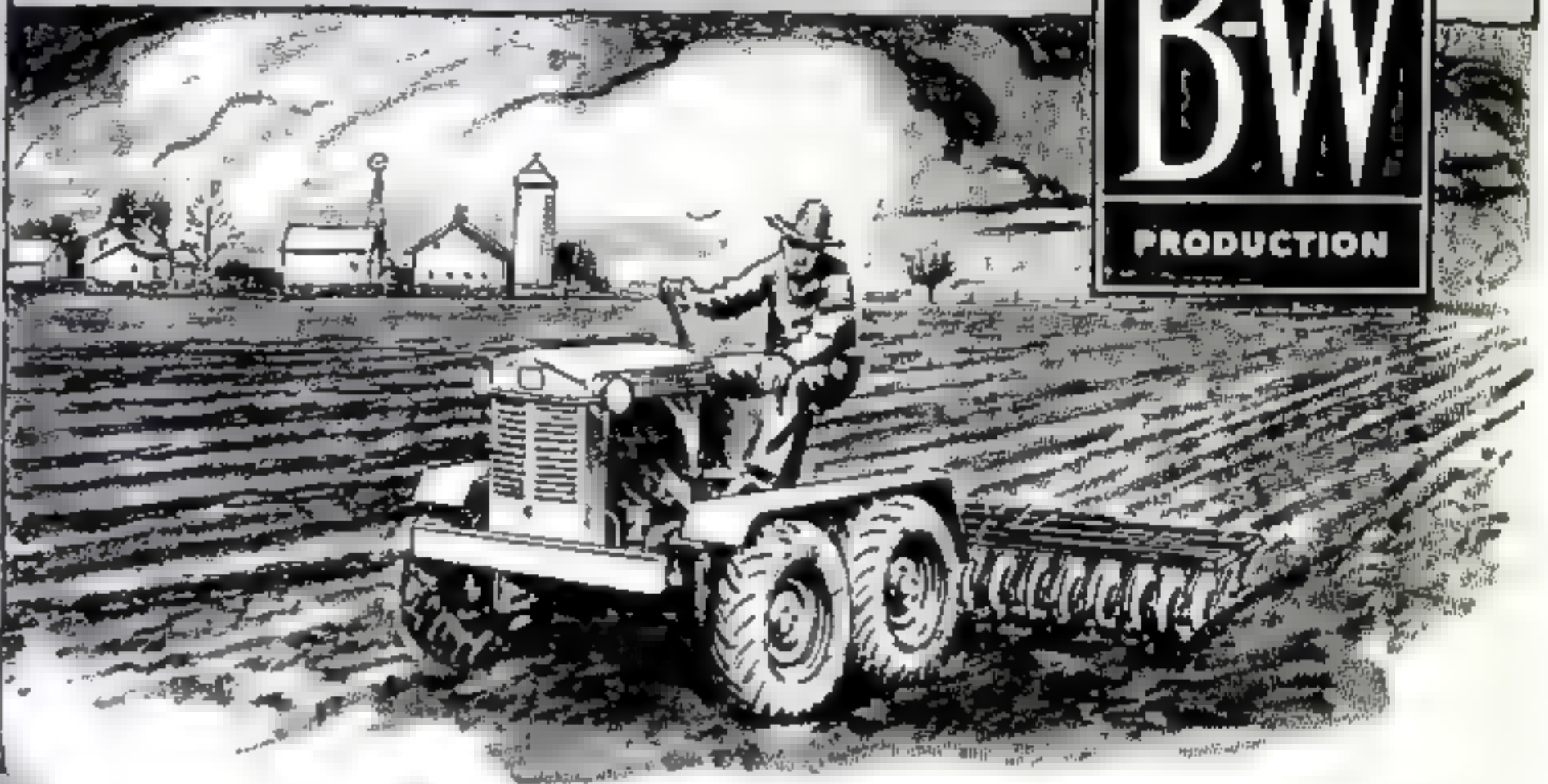
Believe It or Not!



GIVING A HAPPY WAG TO ROCKETS' TAILS...FITTING SHOES WITH A NEW "LAST"...PUTTING EXTRA PULL INTO TRACTORS!

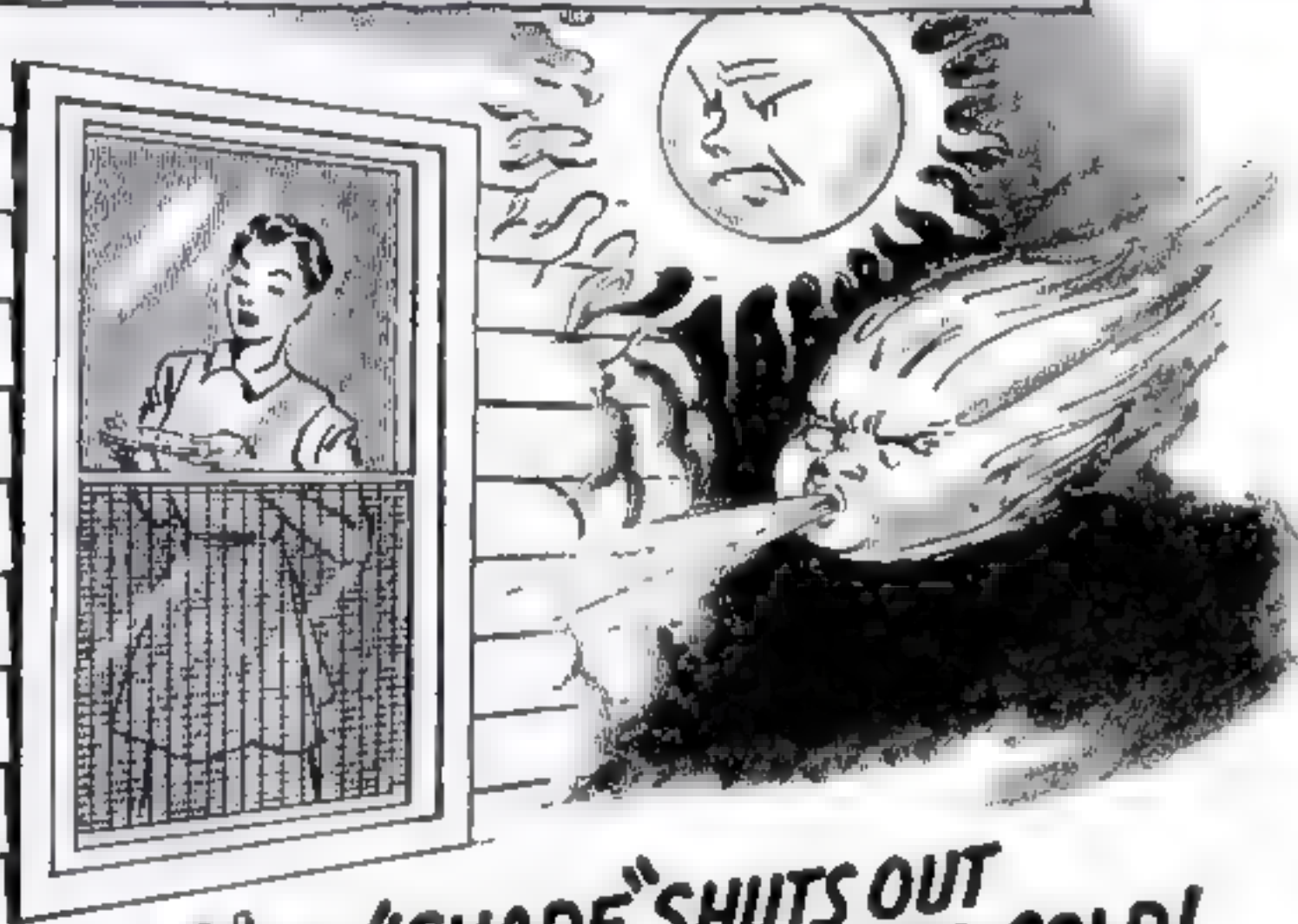
IN SO MANY WAYS, B-W INGENUITY AND SKILL TOUCH THE LIFE OF ALMOST EVERY AMERICAN EVERY DAY.*

*FOR EXAMPLE: 19 OUT OF THE 20 MAKES OF MOTORCARS CONTAIN ESSENTIAL PARTS BY BORG-WARNER. EVERY COMMERCIAL PLANE AND MANY SHIPS AFLOAT HAVE ABOARD VITAL B-W EQUIPMENT. 9 OUT OF 10 FARMS SPEED FOOD PRODUCTION WITH B-W EQUIPPED IMPLEMENTS. AND MILLIONS ENJOY THE OUTSTANDING ADVANTAGES OF B-W HOME EQUIPMENT AND APPLIANCES.



4-WHEEL-DRIVE TRACTOR STRETCHES SUMMER!

WITH POWER APPLIED TO ALL 4 WHEELS, THIS TRACTOR PULLS WITHOUT SLIPPING ON GROUND STILL TOO WET FOR MOST OTHERS. STEERS WITH LEVERS—LIKE A TANK. LETS FARMERS TILL FIELDS SOONER IN SPRING...LATER IN FALL. CHAIN DRIVES TO THE WHEELS, MADE BY B-W'S MORSE CHAIN, GET MORE PULL OUT OF THE ENGINE...GIVE FAR CHEAPER OPERATION. THIS TRACTOR IS ALSO B-W EQUIPPED WITH ROCKFORD CLUTCHES, WARNER GEARS, AND MARVEL-SCHLEBLER CARBURETER.



NEW "SHADE" SHUTS OUT SUMMER HEAT AND WINTER COLD!

IT'S STORM-SHADE, THE ONLY TRUE ALL-SEASON WEATHER PROTECTION FOR WINDOWS! CREATED BY B-W'S INGERSOLL, IT COMBINES PRACTICALLY AIR-TIGHT GLASS PANELS THAT BAR WINTER COLD...AND FAMOUS KOOLSHADE, THE SCREEN THAT DEFLECTS SUMMER SUN. YOU SHIFT FROM ONE TO THE OTHER IN MERE SECONDS.

ELECTRONIC "BLOODHOUND" IS CHAMPION SNIFFER!

TO MAKE CERTAIN THAT THE REFRIGERANT IN EVERY B-W NORGE REFRIGERATOR IS PERFECTLY SEALED IN, THE COLD-MAKING UNIT IS SEARCHED WITH AN ELECTRONIC "BLOODHOUND". SO SENSITIVE IS THIS DEVICE, IT WILL SNIFF OUT MINUTE LEAKS THAT WOULD LOSE AS LITTLE AS AN OUNCE OF REFRIGERANT IN 100 YEARS.



THESE UNITS FORM BORG-WARNER, Executive Offices, 310 S. Michigan Ave., Chicago: BORG & BECK • BORG-WARNER INTERNATIONAL • BORG WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • DETROIT VAPOR STOVE • FRANKLIN STEEL • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON • MARVEL-SCHLEBLER CARBURETER • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • NORGE-HEAT • PESCO PRODUCTS • ROCKFORD CLUTCH SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD.



EXTERIOR VIEW of Eames's house shows how it nudges into a hillside, is fronted by eucalyptus trees. The studio-office is at right, joined to house by a patio.

A DESIGNER'S HOME OF HIS OWN

Charles Eames builds a house of steel and glass

Charles Eames, whose stark, comfortable chairs in the last five years have made him the best known U.S. designer of modern furniture and a winner in the Museum of Modern Art furniture competition (*LIFE*, May 8), recently designed a house and adjoining studio for himself near Santa Monica, Calif. As might be expected of a man whose chief concerns are simplicity, functionalism and economy (p. 123), Eames's own house is simply built of steel trusses, bright stained-wood panels and great curtained expanses of glass. It is extraordinarily functional, built for a couple that likes to live without servants or cocktail parties and work surrounded by the varied objects that interest them (*opposite*). And when work or contemplation pall, the Eameses have the ocean just across the meadow from their home.



← **PERSONAL VIEW** of Charles Eames shows an earnest, reticent, eternally bow-tied man of 43. Decoration on neat inglenook at left is a piece of Eames whimsy.



INTERIOR VIEW shows living room's 17-foot-high ceiling, unadorned steel-truss construction, to which Eames clamps lamps for varied lighting effects. He

put up the pilings from an old pier outside the door because he liked their looks. He similarly suspended a Chinese owl kite and toy French horn from the ceiling.

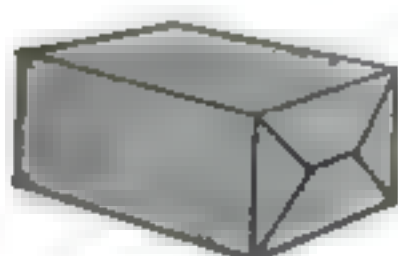
the New Shape is the news



The new-shape long-torso dress—news because it's made to hug your whole contour from shoulder to hip. Designed for that dramatic "poured-into" silhouette.

The new-shape Modess box—news because it, too, is designed with a different silhouette! It's cleverly shaped to look like so many other kinds of boxes—you'd never know it holds Modess! Another tactful feature . . . Modess now comes discreetly pre-wrapped before reaching your store.

Same number of fine napkins. Same price. Regular, Junior, and Super Modess sizes.



Only Modess comes in the new-shape box...pre-wrapped



ACHIEVE THE NEW
EXOTIC EYE MAKE-UP
WITH *Maybelline*
PREFERRED BY REALLY SMART
WOMEN THE WORLD OVER —
EYE SHADOW • EYEBROW PENCIL • MASCARA

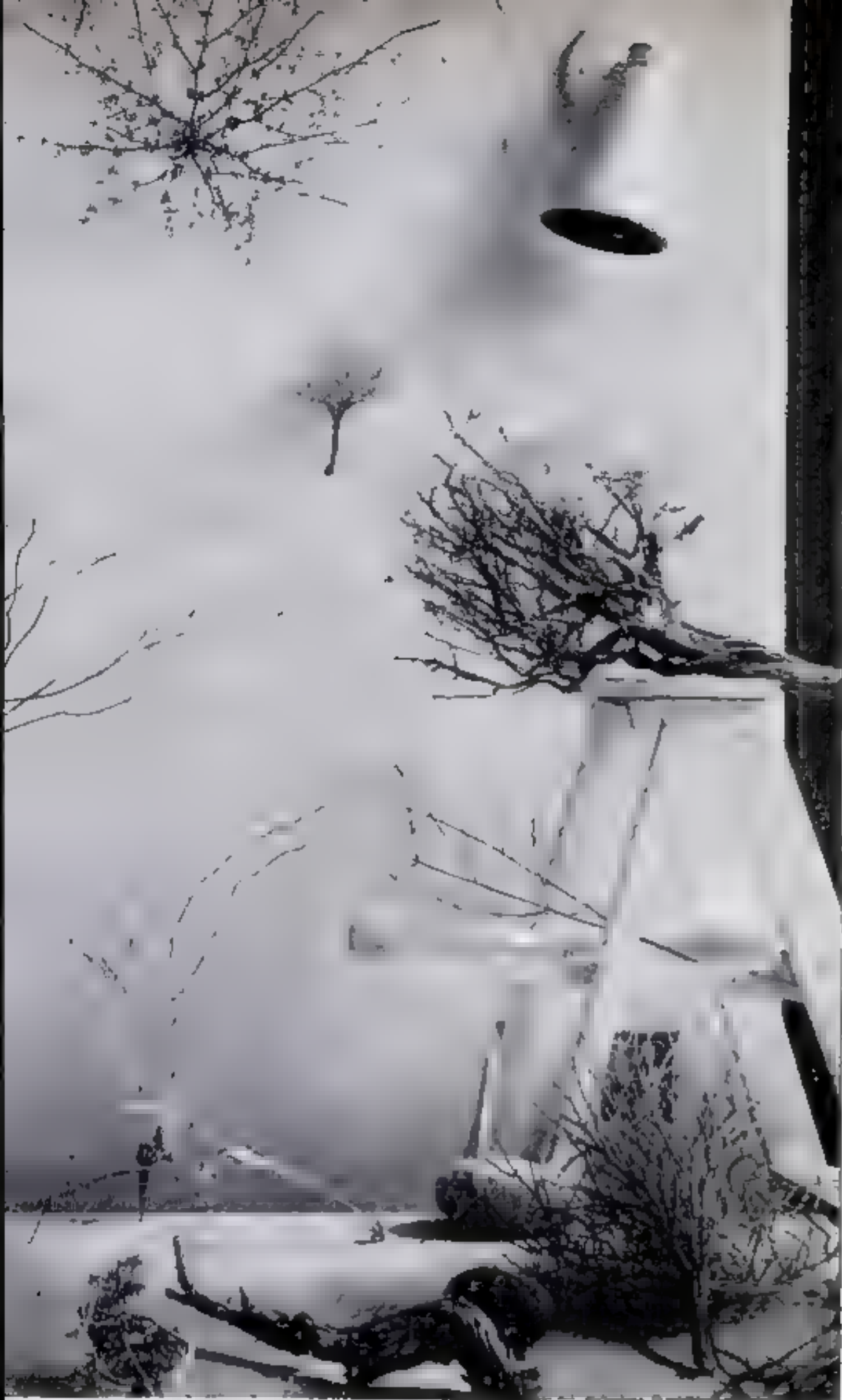
Eames's House CONTINUED



NATURAL DESIGNS embodied in Mojave desert plants fascinate Eames, who likes to mount them on the wall of his studio. From them, he says, he gets



SPIRAL STAIRCASE in Eames's home is made of steel I-beam sections, pipe, plywood. Wooden hand hanging from one step is a Brazilian good luck symbol.



ideas for his own designs. The studio's equipment includes a 22-foot tack board for such specimens and experimental designs and a photographic darkroom.



NEW TOY, a part of which he is spinning here, was designed by Eames of colored cardboard sections which are easily joined by a child to form odd shapes.

CONTINUED ON NEXT PAGE



Look, look! More of that divine Libbey stemware! Rich, simple, versatile, - correct with both modern and traditional settings. Practical to use every day - rims are guaranteed.* A near-miracle at this price. Brides, take your cue!



*"If the rim of a Libbey 'Safedge' glass ever chips, we'll replace it."

LIBBEY GLASS

ESTABLISHED 1818

Copyright 1950, Libbey Glass, Division of Owens-Illinois Glass Company, Toledo 1, Ohio.

Poof!
there goes
perspiration



Stopette
SPRAY DEODORANT

Now try Stopette—the deodorant that changed a nation's habits!

Millions now spray perspiration worries away with amazing Stopette Deodorant in the famous flex-plastic bottle.

A quick squeeze checks annoying perspiration, stops odor. You never touch Stopette... hardly know it touches you. Wonderfully economical, harmless to normal skin or clothes.

Wonderful for men, too!
2 sizes: 2 1/4 oz. \$1.25; 1 oz. 60c.
At cosmetic counters everywhere.
JULES MONTENIER, INC., Chicago

Stopette
THE ORIGINAL
SPRAY DEODORANT

GUARANTEED BY A 100% MONEY BACK
★ Guaranteed by
Good Housekeeping
FOR AN ADVERTISED PRICE

MADE IN U.S.A.
CERTIFIED
WASHABLE
INSTITUTE OF LAUNDRY

Eames's House CONTINUED

EAMES DESIGNS FOR BEAUTY AND FOR THE FAMILY BUDGET

In 1945, when he introduced the first versions of what has since become celebrated as "the Eames chair" (inset), Charles Eames had behind him 38 years of useful but relatively undistinguished life. St. Louis-born, he had studied architecture at Washington University, practiced for a while, taught and worked at Michigan's Cranbrook Academy of

Art with the famed Saarinen father and son team, designed sets for the movies and body-fitting plywood splints for the Navy. The first chairs he fashioned were based on modernism's familiar premises of simple beauty and functional comfort, but also on one other: that they be very inexpensive to manufacture, a form of simplicity which is seldom sought after by most modern designers. The chair's popularity started slowly, then snowballed ("the sitting sensation of modern design," rhapsodized one decorating magazine) until it is now selling at the remarkable rate of 3,000 a month.

A vague businessman, Eames does not know how much money his chair has made for him. As they came in, the profits have been plowed back into the small factory at nearby Venice where the chairs are assembled and into his studio, where he works with his wife and a handful of associates on furniture, house and industrial designs. Eames is so interested in making the products of his drawing board available at the lowest cost that the modest retail price of his newest chair (\$32.50) bothers him. Although he designed not only the chair but some of the wood-working methods which helped make it inexpensive to produce, he guiltily feels that it should sell for less.

He recently brought out a new line of "case goods" (bookcases, cabinets, dressers) whose steel, wood and plastic panel construction noticeably resembles his new house. He has other ideas developing about which he is taciturn, although one of them is an assembled two-bedroom house to cost \$6,000.

Eames likes to say his job is "the simple one of getting the most of the best to the greatest number of people for the least." Few men are so earnestly dedicated to their jobs. To feed an insatiable interest in the looks of things, he and his wife take frequent sleeping-bag trips into the surrounding seaside and desert areas collecting weeds, rocks and driftwood whose appearance they want to study. They decorate their home with Chinese fans, Indian blankets and golden eggs for the same reason. Eames has a distaste for the superfluous which sometimes even affects his speech: "Take chair by wall," he may invite a visitor. Commented awed Movie Director Billy (Sunset Boulevard) Wilder, "He even has the guts to sit there and be quiet if he hasn't anything to say."



FOR HIS FRIEND Billy Wilder (above) Eames designed this special chair in which the restless Wilder can easily jump around while watching television.



flying colors...
so easy to buy...
at your drug store



Airmaid
NYLONS

The Right Angle Heel—fits smoothly without wrinkles, to give you that slim tapered-ankle look! Double Run Stop... Sta-Tru Seam... Vita-Twist Nylon... Diamond Point Toe... are other fine features you'll admire in high fashion, long wearing Airmaid Nylons. So easy and convenient for you to buy.



SOLD EXCLUSIVELY IN DRUG STORES

Your Drug Store has beautiful Airmaid Nylons, or can get them for you from Airmaid Hosiery Mills, Dallas, Texas



A BEAUTIFUL GIFT...
A WONDERFUL PRIZE...
A MARVELOUS BUY!

Two decks of plastic coated Gainsborough cards—the most beautiful playing cards in the world—packed in a box patterned after an \$1850 solid gold cigarette box. Made of anodized aluminum in silver or gold finish. Here is a playing card gift package that is worthy of any occasion.

About \$3.50 at department and gift stores

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ROCHESTER 2, NEW YORK



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OUR BOURBON WHISKY
is distilled by
us only, and we are
responsible for its richness and
fine quality. Its elegant flavor
is solely due to original fineness
developed with care. There is
nothing better in the market.

AS IT SAYS ON THE LABEL:

*"There is nothing better
in the market"*

The famous Old Forester
you enjoy today still carries
the founder's handwritten pledge
of quality—still gives you that
original elegance of rich whisky
goodness, outstanding since 1870.

**BROWN-FORMAN DISTILLERS
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AT LOUISVILLE IN KENTUCKY

**100 Proof
Bottled in Bond**

The Candy Bar that's

Like

a



Chocolate

First bite, chocolate... pure Mars milk chocolate, poured on thick as it'll stay!

Almonds

Then crispy, whole almonds, the expensive kind, toasted till they're gold. Plenty of them!

Nougat

Rich, creamy nougat that comes from fresh egg whites and pure sugar, whipped till it's fluffy!

An illustration of a Mars bar wrapper is shown on the left side of the advertisement. It features a silver foil top, a brown section with a gold star, and a white section with a gold star. The wrapper is partially unwrapped, showing the chocolate bar inside.
MARS
Toasted

Chocolate Nut Sundae!

The boys at Mars say:

*"If you don't like this,
you just aren't human."*

Made of fine, wholesome foods from all over the world. Sweet milk chocolate from the aristocrats of cocoa beans. Selected almonds, the plump, meaty kind. Milk (Grade A) straight from "down on the farm." Strictly fresh eggs from the best hens in America's corn belt. Pure sugar—white as snow. Stirred together in the sunniest candy kitchens you ever saw.

A vintage-style illustration of a woman with dark hair, wearing a light blue short-sleeved blouse and a dark skirt, holding a large, oversized Mars bar. The bar is tilted and features the Mars logo (a star above the word 'MARS') and the text 'Toasted Almond Bar' and '10¢'. The woman is smiling and looking towards the viewer.

BAR
Almond

10¢



WHAT THE JEWS BELIEVE

NOW, AT THE BEGINNING OF THE 5,711th YEAR,
A DISTINGUISHED RABBI EXPLAINS TEACHINGS
THAT START WITH A DROP OF HONEY ON A PAGE

by RABBI PHILIP S. BERNSTEIN

THE Jew has no single organized church. He has no priests. The concept of salvation by faith is alien to his mind. Yet he has deep religious convictions which run like golden threads through all Jewish history. For him Judaism is a way of life, here and now. He does not serve his God for the sake of reward, for the fruit of the good life is the good life. Thus his answers about the nature of his religious beliefs are profoundly different from the answers made by Christians.

Judaism around the world is marked by diversity of practice and latitude of faith. But for all the degrees of divergence on detail, a great common denominator of faith unites most American Jews. This unique agreement is not imposed from the top down upon the congregations because the Jew acknowledges no supreme ecclesiastical authority, but rather it wells up from the depth of the Jewish heart, nourished in the long history of an ancient people.

In the days of ancient Israel the priesthood at Jerusalem laid down the law for all Jews. Then, in 586 B.C., Nebuchadnezzar besieged Jerusalem, demolished Solomon's Temple and carried the Jews into exile in Babylon. With their Temple and their priesthood gone, the Jews in the strange new communities where they found themselves formed voluntary assemblages for common worship and study of the law. These congregations were called synagogues, quite free and independent of one another. This institution proved so valuable that it has been continued to this day as the method of Jewish worship. It also provided the basic pattern for the churches which, after Paul, the Christians set up and developed along more unified lines. Among the Jews, however, the synagogue has survived in its pristine form. Any 10 adult male Jews today can establish a congregation.

The congregation's rabbi is a teacher, not a priest. Without any vested ecclesiastical authority, he is not even necessary to the functioning of the synagogue. Any male Jew with sufficient knowledge of the prayers and

the laws can conduct a religious service, officiate at marriages and bury the dead. During the war, although more than half the rabbis of the country volunteered to be chaplains and 311 actually served in uniform, they could not begin to cover the multitudinous units in which Jews were found. Consequently, on many of the battlefronts of Europe and on remote Pacific Islands, Jewish officers and enlisted personnel officiated at religious exercises.

IN the central fortress of Jewish spirituality, the Torah is the repository for the Law of Judaism. Torah embraces a triple meaning. Primarily it is the Sacred Scrolls found in every synagogue. These are contained in an ornamental ark which, whenever possible, is built into the wall of the structure so that when the congregation faces it they look toward Jerusalem's Holy Temple. This is an abiding reminder of the biblical Ark of the Covenant in which the Tablets of the Law were carried. The Torah scrolls are written by hand on parchment, fastidiously and often beautifully done by one who is usually a descendant of generations of scribes. In 1908 when the synagogue of which this writer is now minister burned down, an Irish policeman dashed to the ark and seized the Torah. He handed it to the rabbi who was rushing up to the building. "Here," he said, "I saved your crucifix." Well, the Jews have no crucifix, but the policeman had the right idea: the scrolls are the most sacred symbols of Judaism.

Torah has a second meaning: the Pentateuch, the first five books of the Bible: Genesis, Exodus, Leviticus, Numbers, Deuteronomy. These books are the acknowledged foundation of Judaism, containing the principles of the faith, the Ten Commandments, the golden rule, the laws of holiness. The Pentateuch is at once the biography of the greatest Jew of all time—Moses—and the history of the formation of the Jewish nation and the development of its faith. It runs the whole gamut of Jewish spiritual experience from the sublime poetry of the creation narrative to the minutiae of the dietary laws. So precious is the Pentateuch to the Jews that they divide it into fixed weekly portions and read them on every Sabbath and holy day in the year. When the sacred

round is completed, there is the gay festival of Simchas Torah ("rejoicing in the law") at which the last verses of Deuteronomy are followed by the first verses of Genesis, symbolizing the eternal cycle of the law.

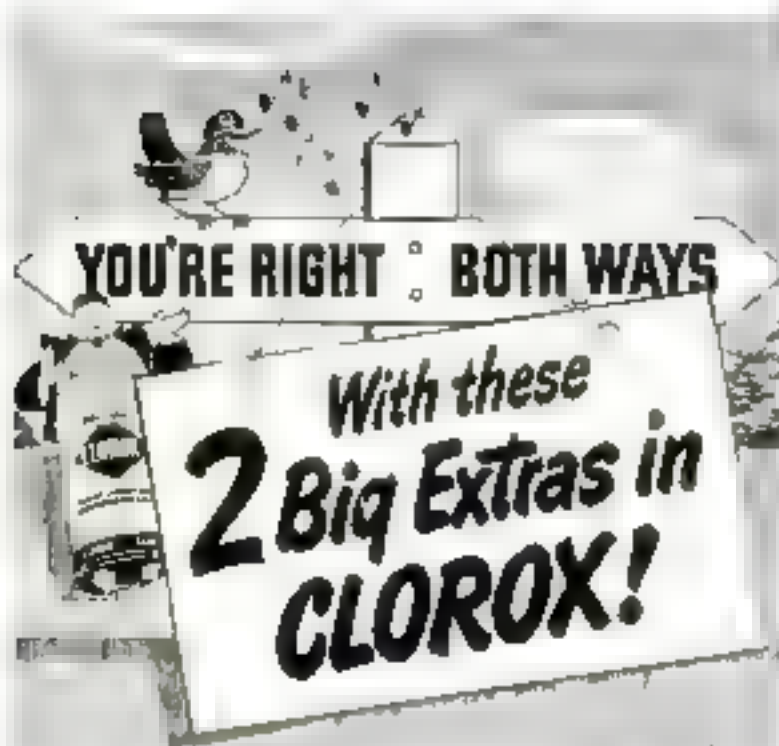
Finally, Torah means teaching, learning, doctrine. If a Jew says, "Let us study Torah," he might be referring to the Pentateuch or to the Prophets or to the Talmud or any of the sacred writings. He is certainly referring to the first obligation of the Jew to study God's ways and requirements as revealed in Holy Writ.

For a Jew the educational process begins at the age of 5. According to tradition, a drop of honey is placed on the first page the child is to learn to read; he kisses it, thus beginning an association of pleasantness which is expected to last through life. When most of the world was illiterate, every Jewish boy could read and by 13 was advanced in the study of a complex literature. Thus arose the love of learning, the keenness of intellect to be found among so many Jews.

For all his love of learning for its own sake, the religious Jew finds much more in the Torah than burdensome legalism. It is an unending source of inspiration and practical help to him. He begins and ends the day with prayers. He thanks God before and after every meal, even when he washes his hands. All his waking day the traditional Jew wears a ritual scarf beneath his outer garments as a reminder of God's nearness and love. There are prescribed prayers for birth, circumcision, marriage, illness, death. Even the appearance of a rainbow evokes an ancient psalm of praise. In effect, law means the sanctification of life.

Jews never regarded the codification of law as a strait jacket. One basic device keeps it fluid: the oral law which supplemented the written law and was subject to emendation, interpretation, adaptation. For example the ancient Torah says, "An eye for an eye." In itself this was an advance over the laws of the surrounding tribes which usually prescribed death for the taking of an eye. Nevertheless the sages were not content to let this law stand. They said that the intent of the law was to compel the offender to pay in damages the accepted equivalent for the loss of an eye. Thus the written law was not repudiated but became the basis of a sensible adaptation to the realities of

← MOST SACRED SYMBOLS of Judaism are the scrolls that make up the Torah, shown here in New York City's Temple Emmanu-El. On the five scrolls is Hebrew abbreviation for "Crown of the Law."



1

Gentler bleaching action.....

added protection for linens! Linens cost money. Clorox saves money because it conserves linens... it's free from caustic, therefore extra gentle. Give your white and color-fast cottons and linens a long, useful life by laundering them with Clorox! Besides conserving linens, Clorox makes them snowy-white, color-bright. It removes stains, deodorizes, makes linens sanitary, too!



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Greater disinfecting efficiency...

added protection for health! Because youngsters want to be near Mom as she works, the kitchen floor is a favorite playground. But floors can harbor harmful germs. That's why so many women use Clorox in routine household cleaning. They depend on its germ-killing power. For Clorox disinfects better, kills germs quicker than any other product of its kind! Directions on the label.

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CLOROX AMERICA'S FAVORITE MIXTURE AND HOUSEHOLD DISINFECTANT



DR. BERNSTEIN

THE AUTHOR

For 24 of its 102 years the Temple B'rith Kodesh in Rochester, N.Y. has had Dr. Philip Bernstein, a Reform Jew, as its rabbi. In 1942, however, he went on leave of absence to direct the entire Jewish chaplains program; he later helped resettle Jewish DPs. In 1947 he returned to Rochester. Last June Dr. Bernstein was elected president of the Central Conference of American Rabbis, largest organization of rabbis in the world.

WHAT JEWS BELIEVE CONTINUED

human society. As another example, the Torah proclaimed, "Remember the Sabbath day to keep it holy." Jews observed this commandment with the greatest seriousness, but in the oral law the rabbis evolved a whole series of necessary exceptions. They said the Sabbath could be violated to bring help to the sick or to defend oneself against attack. They formulated it into a principle, stating long before Jesus was born that the Sabbath was made for man, not man for the Sabbath.

The central prayer of Judaism is the Shema: "Hear, O Israel, the Lord our God, the Lord is One." This is the heart of every Jewish service. More, it is recited by the Jew when he believes death is approaching. Together with "Thou shalt love the Lord thy God with all thy heart," it is to be found in printed form in the Mezuzah, the little tubed case placed on the doorposts of the homes of observant Jews, a constant reminder of God's presence and a sign of the Jewishness of the inhabitants.

The Shema and its concomitant prayers, including "Thou shalt love thy neighbor as thyself," originated in antiquity. Originally this affirmation of God's unity was a protest against idolatry: the entire history of the Hebrews in Palestine is marked by the struggles between the prophets who spoke for the one God and the back-sliding people who preferred visible idols to the invisible Jehovah. Following Paul, the Shema took on a new significance. Although Jews are able, if they wish, to understand Jesus, the Jew of Nazareth, they have never been able to understand or accept the idea of the Trinity. Thus from the beginning of the Christian era to this day, the Shema has been the rallying point of Jewish loyalty confronting the persecution or the blandishments of a daughter religion.

For the modern American Jew two meanings have emerged which, while not new, are current in their emphasis. The first, suggested by the writings of Albert Einstein, is, in effect, the scientific confirmation of the unity of God which binds the atom to the stars in universal law. The advances in human knowledge, always welcomed by the Jew, seem to vindicate his basic belief in the oneness of the universe.

From God to man, from His Fatherhood to our brotherhood—this is the second meaning of the Shema to modern Jews. The concept of human oneness has always been an integral element in the Jewish religious outlook. Frequently this has been misunderstood because of the Jews' insistence on remaining a distinctive group. The Jew has never believed that brotherhood means regimentation, the elimination of differences or the stifling of minorities. Loving your neighbor as yourself, he believes, requires respect for differences. One of the great rabbis who lived more than two thousand years ago said that the most important statement in the Bible was not the Ten Commandments nor the golden rule but "This is the book of the generations of man." To the Jews themselves the Scriptures were not the heritage of a single people but of all humanity.

THE prayer which after the Shema has the deepest hold on all Jews is the Kaddish. In actual practice it is the prayer honoring the dead, recited for a year after the death of a loved one and on the anniversaries thereafter. Its solemn phrases exalt the name of God and pray for the coming of His Kingdom. "Exalted and hallowed be the name of God throughout the world. . . . May His Kingdom come, His will be done." There is no doubt that Jesus spoke this ancient prayer in the synagogue and that it became the basis for the Lord's Prayer.

Though honoring the dead, the Kaddish does not make specific the Jewish attitude toward immortality. For the Jews have never agreed on what happens after death. Most Jews of recent centuries

CONTINUED ON PAGE 18A



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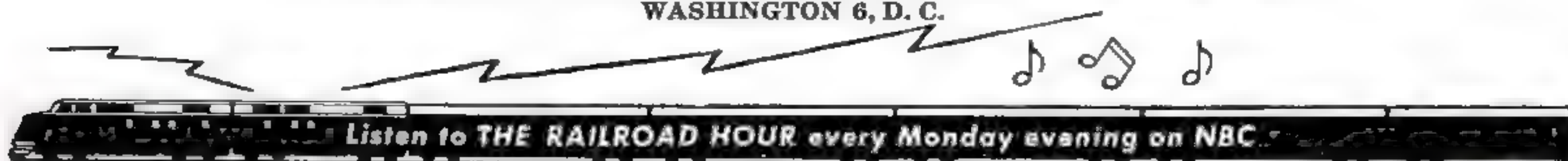
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ROSH HASHANAH

Abraham, says the Book of Genesis, was asked by the Lord to sacrifice his only son. But at the last moment (top) the Lord let him substitute a ram. Today the blowing of the shofar, or ram's horn, which celebrates Abraham's act of extreme devotion to his God, highlights the service for Rosh Hashanah, or New Year, and signals the end of Yom Kippur, the Day of Atonement.

WHAT JEWS BELIEVE CONTINUED

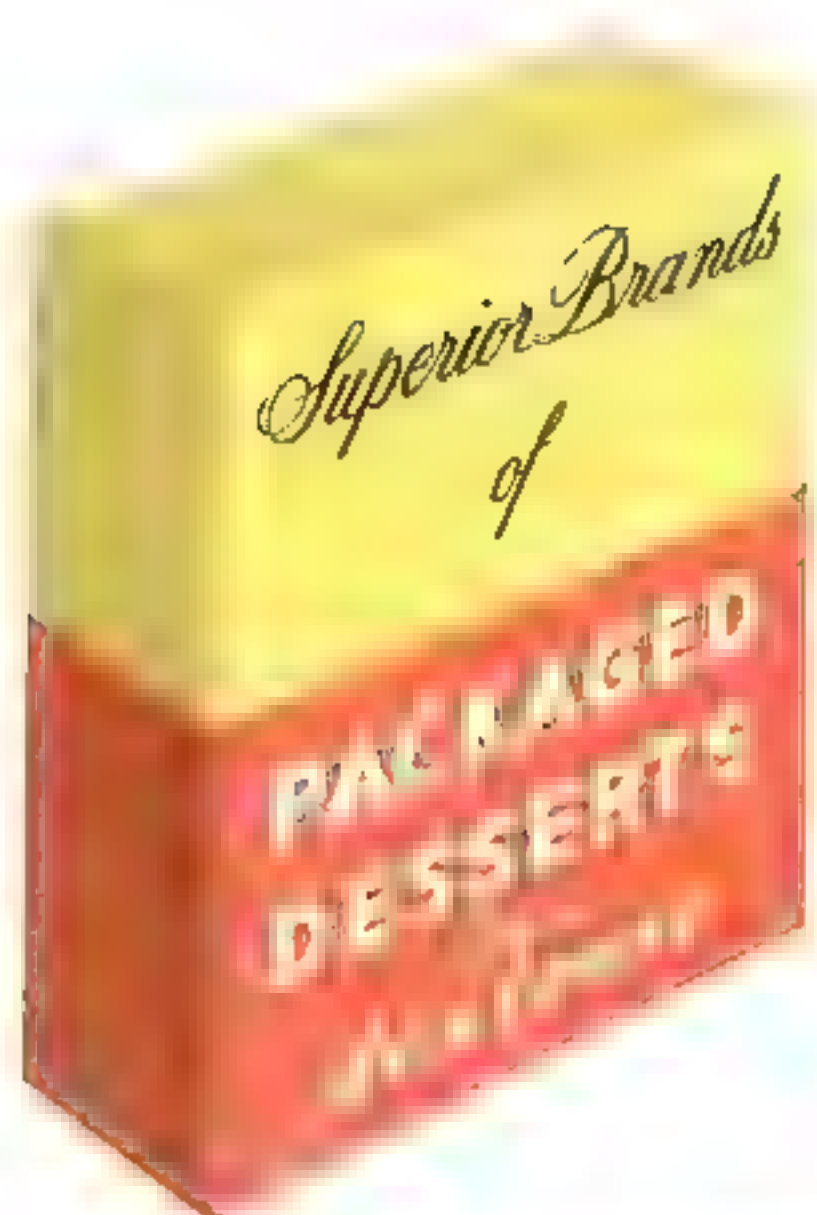
have recited the Credo of Maimonides, the 12th Century physician-philosopher who affirmed the physical resurrection of the dead. But the hearts of many stricken Jews have also echoed the lament of Job: "As the cloud is consumed and vanisheth away so he that goeth down to the grave shall come up no more." Modern Jews have tended increasingly less to believe in physical resurrection. This probably accounts for the increasing trend toward cremation which is found among non-Orthodox Jews. Among American Jews the Kaddish is returning more to its original meaning, our acknowledgment of God's rule and readiness to leave our ultimate fate in His hands.

THE catechism of the Jew is his calendar," said Samson Raphael Hirsch, 19th Century German rabbi. One can learn more about the mainsprings of the Jew's spirituality from the cycle of year-round observances than from any formal statement of faith. In these are revealed his habits of thought and feeling, his historic memories and patterns of religious conduct.

In the annual cycle of religious observances followed by American Jews, the new year begins in the early fall—this year on Sept. 12. According to traditional biblical chronology, this week begins the 5,711th year since creation. The advent of the New Year is greeted in a spirit far removed from the festivities of Jan. 1. It ushers in a 10-day period of penitence, culminating in the fast of Yom Kippur and dedicated to spiritual stock-taking. What is man? What is our life? What will be our fate? Some Jews have believed literally, others metaphorically, that on the new year the books of life are spread open before the Great Judge. In this period of judgment it is determined "who shall live and who shall die, who shall be at rest and who shall wander, who shall be tranquil and who shall be harassed, who shall become poor and who shall wax rich, who shall be brought low and who shall be exalted."

This holy-day period is pervaded with a solemn appraisal of the facts of our frail human existence. No attempt is made to gloss over the evils of life. God's ways may be inscrutable, but ultimately they

CONTINUED ON PAGE 11



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WHAT JEWS BELIEVE CONTINUED

are accepted as just. Therefore the fear of the Lord is the beginning of wisdom. Judaism offers no easy way to God. No son has been sent down to lead us to Him. No mediator intercedes for us. In the final accounting there is a purely personal relationship between the individual and his God. This is an awesome responsibility. Need we wonder, then, that this penitential period is known as the Days of Awe? Even the blowing of the Shofar, the ram's horn, which from biblical times has announced the New Year, penetrates into the heart of the modern Jew and causes it to tremble.

The climax is reached on Yom Kippur. Like all Jewish holidays it begins at sundown, for Jews follow the biblical pattern of creation: "There was evening and there was morning, one day." The service opens with the Kol Nidre chant. This is the most stirring, the most haunting melody in the entire religious experience of Jews. The words are a plea for the absolution of vows made under duress the preceding year—a plea that was poignantly meaningful at the time of forced conversions of Jews to Christianity during the Middle Ages.

After the evening service some Jews remain in the synagogue all night and stay on until the services conclude at sundown the next day. Most American Jews, however, go back to their homes after the evening prayers and return the next morning to remain for the entire day. Fulfilling an ancient injunction, they fast for 24 hours—an act of self-discipline reminding them of their human frailty and of their dependence on God.

THE spiritual concern of Yom Kippur is with our human sinfulness—but what is sin? To answer this question we must go back to Judaism's balanced interpretations of the nature of man. On the one hand there are no perfect saints in the Jewish tradition. Even Moses, the greatest Jew of all time, was denied admittance to the promised land because he disobeyed God. But Judaism, on the other hand, does not regard man as inherently sinful or depraved. Our instinctive drives are considered good because God gave them to us. There is no asceticism in Judaism, no retreat to monasteries. Celibacy is not required of the rabbis. The rabbis of the Talmud maintain that much good has come from our so-called "evil desires." They say that our sex drive has produced love, marriage, the family, the perpetuation of the race. Without the acquisitive instinct, they claim, homes would not be built, fields would not be tilled.

In its Hebrew origin the most commonly used word for sin means "missing the mark"—the repudiation of God's commandments. There are, it must be added, various formulations of God's requirements. While the Torah lists 613 commands, Micah reduced them to three: "To do justly, to love mercy and to walk humbly before God." How do we walk in God's way? The answer is given in the climactic moment of the Yom Kippur morning service, when the rabbi stands before the ark and, about to remove the scrolls, prays in words proclaimed of old to Moses: "God, merciful, gracious, long-suffering, abundant in goodness and ever true." Such are God's ways, and such must be ours. Atonement must include not only rapprochement with God but also expiation toward our fellow men.

On Yom Kippur, God forgives our sins against Him but not the wrongs we have done our fellow men. Only the penance of restitution can clear the way for God's grace. The rabbis go beyond this and say, "Whoever has a sin to confess and is ashamed to do so, let him go and do a good deed and he will find forgiveness." *Gemilas Chasodim*—acts of loving-kindness—are associated not only with Yom Kippur but with almost every major Jewish holiday. Before Passover, Jews contribute to *Maos Chittim*, the fund to provide for the holiday needs of poor families. In the Passover ritual the head of the household lifts the unleavened bread and recites, "This is the bread of affliction which our fathers ate in the land of Egypt. Let all who are hungry come and eat. Let all who are in need come and celebrate with us." Significantly the Hebrew word for charity is *tzedakah*, which literally means righteousness. Charitableness is not optional; it is an absolute precept of Judaism. Jews may differ widely about the methods or the beneficiaries of specific philanthropies. The late Rabbi Wise once said that you cannot get two Jews to agree about anything except what a third Jew should give to charity. But all Jews are in substantial agreement about their obligations to charitableness.

Jews, like other religionists, have been troubled by the paradox of man's sinfulness. Why, if we were created by a good and omnipotent God, do we have and use the capacity to do evil? Judaism has no general theological explanation of "sin" such as Christianity offers in the doctrine of man's fall. In the Jewish religion sinning is simply a wrong which the individual may or may not commit, depending upon his character and free choice. As the rabbis say,

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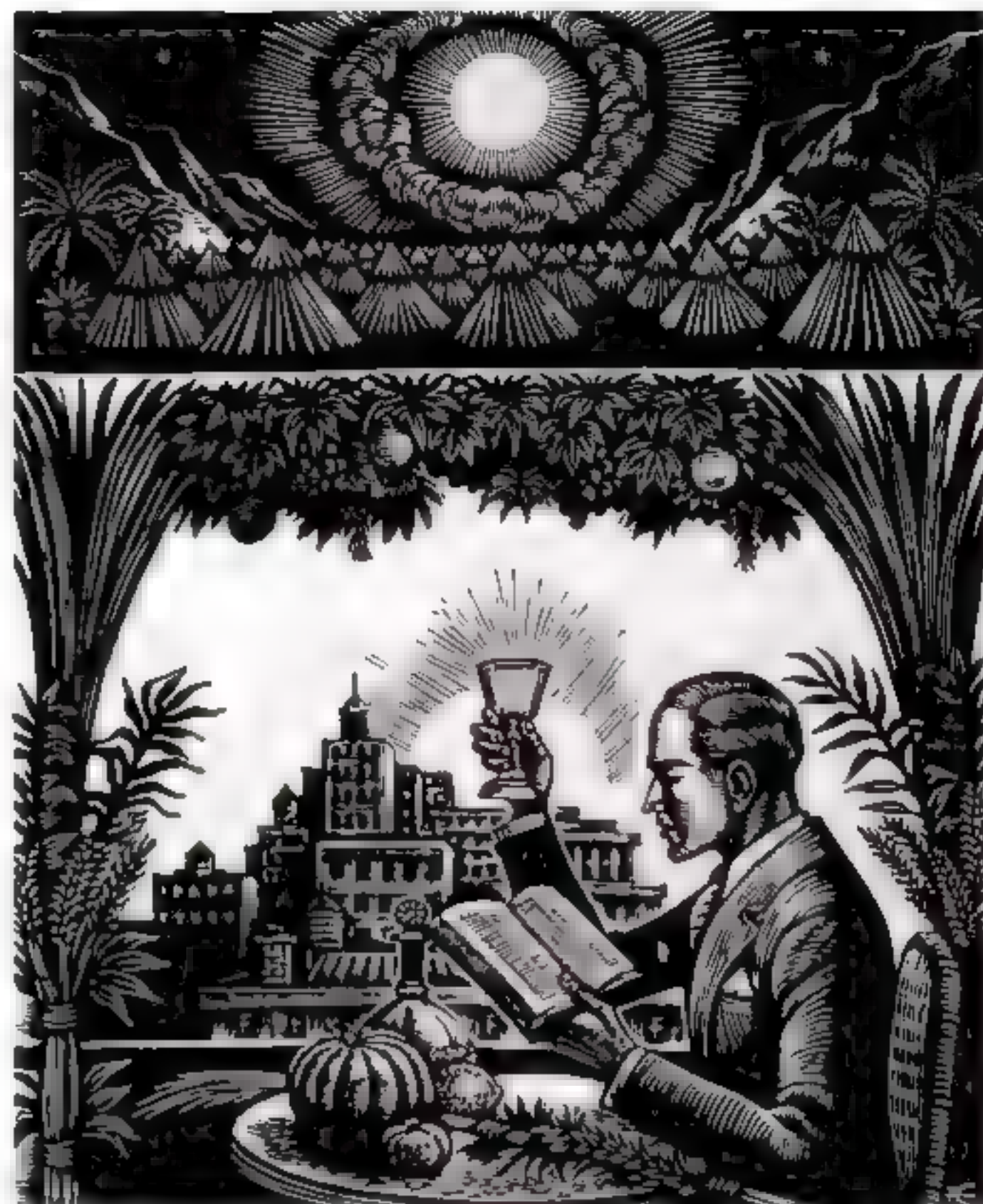
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FESTIVAL OF TABERNACLES

Historically the Festival of Tabernacles is associated with harvest time and prayers of thanksgiving (top). Because it also is connected with the Exodus, when the Jews were forced to live in booths, today's Jew observes the occasion in a *succah*, or booth (below), adorned with fruit and with a roof open to God.

WHAT JEWS BELIEVE CONTINUED

everything is in the hands of God but the fear of God. To free men and women, then, the Yom Kippur service brings this great challenge: "Behold, I set before thee this day life and good, death and evil . . . therefore choose life that ye may live."

In the atonement process there is a profound mystical element. God meets us half way. First, we must acknowledge our waywardness. He who recognizes his sin has already begun to loosen its hold on him. Then, where possible, there must be expiation, restitution. Now the Jew is ready for penitent prayers. Many of them are in the plural form, "We have sinned, we have done perversely." Thus it is recognized how deeply we are involved in one another's weaknesses and failures. Then, worn with fasting and humble in penitence, the worshiper may be ready for God's forgiveness. But God's forgiveness does not come easily. He searches the innermost recesses of the heart; no secrets are hidden from Him. His probings make His task of forgiveness even more difficult. So on Yom Kippur, say the rabbis, even God Himself must pray:

May my mercy conquer my wrath
So that I may treat my children with love.

Jews leave Yom Kippur with a great sense of exaltation. This is tempered by a sense of relief, for no one can live continuously on that high and exacting level. Again the sense of balance asserts itself. After a lapse of only four days the Festival of Tabernacles begins. This is a happy fall holiday of thanksgiving. Historically it is associated with the journey through the wilderness when the Israelites dwelt in booths. Observant families build a booth, a *succah*, in their yards or porches and even on the roofs of apartment houses. It is colorfully decorated with fruits, vegetables, flowers and branches. Although used for outdoor dining and for prayers, tradition requires an opening in the roof so that the stars may be a visible reminder of God's constant presence and care.

With winter come two holidays which dramatize a distinctive feature of Jewish experience. Chanukah and Purim tell with colorful ceremony of attempts to destroy the Jewish people and of the defeat of the persecutors. This recurring emphasis on oppression and its overthrow represents a people's choice of what it wishes to



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CHANUKAH

In the year 168 B.C., King Antiochus IV ordered the Jews to worship an idol (top, left) he set up in the Temple of Jerusalem. The Jews revolted (top, right), drove the Syrians out and rededicated the Temple, burning a cruse of oil that lasted eight days. Today Jews mark the eight days by lighting eight candles.

remember. In this sense, as Thomas Mann has said, character is fate. The inner nature of the people leads it to select from its past that which is necessary for survival and for the perpetuation of its specific values. Thus memory shapes its destiny. So Jews have chosen to remember that always their faith and God's justice have prevailed against oppressors—from the age of the pyramids of ancient Egypt to the gutted Reichschancellery in Berlin.

Chanukah, which comes in December, is historical and deeply spiritual, commemorating the Jewish people's successful struggle against the persecution of Antiochus IV, less than two centuries before the birth of Jesus. Antiochus desecrated the Jews' sacred Temple, in the year 168 B.C., by the erection of Greek idols, before which he ordered the Jews to bow down. Old Mattathias, the priest, aroused his people. Shouting "Whosoever is zealous of the Law, let him follow me," he and his son, Judah the Maccabee, led the outnumbered and ill-equipped Jews to victory—and to the rededication (Chanukah) of their Temple. They found a cruse of oil which, according to the account in the First Book of Maccabees, lasted eight days. Ever since, the Jews have lit candles in their homes for eight days, one the first night, two the second, etc.

PURIM, which usually falls in March, is a folk tale almost devoid of religious meaning. In ancient Persia a vizier named Haman sought to exterminate the Jews for being "different." His wicked designs were thwarted by Queen Esther and her uncle, Mordecai. He who plotted to kill the Jews was himself hanged. The Jews have since then celebrated their deliverance on the winter's days chosen by the casting of lots (Purim). The celebration is very gay, loud with noisemakers and children masquerading. In Europe it was the custom for the rabbi to drink so much wine that, as the book was read, he could no longer distinguish between Haman and Mordecai. Then Purim was a success.

Perhaps even more than Chanukah and Purim, Passover is a festival of freedom, celebrating the liberation of the ancient Hebrews from Egyptian bondage. This first great mass emancipation in recorded history has always inspired not only the reverent memory of Jews but the imagination of all free mankind. On the American Liberty Bell are words not of Washington but of Moses: "Proclaim

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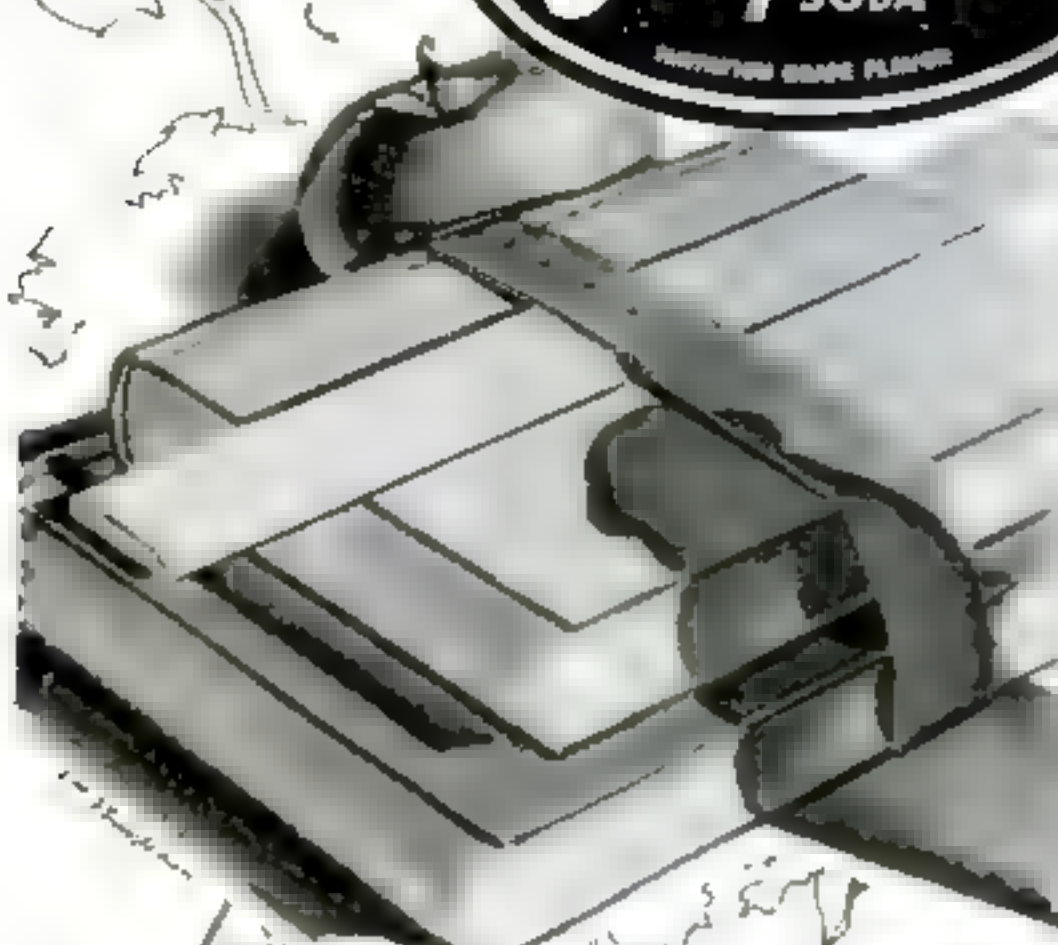
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PURIM

Ahasuerus, King of Persia, did not know his wife Esther was a Jew. When Esther learned that Haman, the vizier, was planning to wipe out the Jews because of hatred for Mordecai, she risked death by going to her husband (top, right), admitting her identity and exposing Haman's plot. Haman was executed (top, left). Today children dance and swing noisemakers at Purim's gay celebration.

WHAT JEWS BELIEVE CONTINUED

liberty throughout the land to all the inhabitants thereof." It may be safely said that after this first great liberation men were never content again to be in chains.

Each Jew is taught to feel as if he personally had been liberated from Egypt. This feeling is imparted chiefly through the Seder, the loveliest and most moving of all Jewish ceremonies. For this home observance of the first two evenings of Passover, the families gather from near and far. The atmosphere is festive. The service includes ancient gay songs and games for the children. At a dramatic moment during it, the door of the house is thrown open for the return of Elijah, the prophet, to bring news of the coming of the Messiah.

The profoundest meaning of Passover is something which sets Judaism apart from all other religions, for it marks the birth of a nation. Out of a mass of slaves Moses fashioned a nation and gave them a faith. From that day, Jews have never ceased to be a people. They have not been a sect or denomination. Common memories, problems, hopes, common faith have made and kept them a people. Historically this had been taken for granted. In recent years some Reform Jews have questioned it, but events have returned most of them to the historic tradition.

Nationhood was the natural state of the ancient Hebrews in their own land. But what held them together as a people through the 19 centuries from the time Titus drove them out until their return to Israel in 1948? Certainly their faith was the principal binding force. By the time of the dispersion their faith was surrounded by a whole rubric of laws and customs which set them apart—and was afflicted with a persecution only strengthening their sense of solidarity. Beyond this was the sense of mission: Jews believed they were the chosen people.

This doctrine has lent itself to much misunderstanding. It has been compared with the German Nazi or the Russian Communist sense of mission. But it has nothing to do with conquest, power, glory. Its classic definition was that of the prophet Isaiah, a "suffering servant." When the Jews were chosen, they received not a crown but a yoke. "You alone have I known; therefore will I punish

you for your iniquities." Their burden was the acceptance of exacting responsibility, their goal the realization of God's justice—first in their own nation and then in the life of all humanity. A people that is so chosen (or, as some Jewish modernists believe, so chose) to be witnesses of the living God must live with a sense of special mission that sets them apart. They discourage intermarriage; by belief and custom they remain a distinctive group. This exacts a price, often a terrible one, for many men do not understand those who seem determinedly different. What they do not understand, they fear; what they fear, they hate. Out of this fear and hate have ever come persecution and pogroms—ever making service and suffering one for the Jews.

There is some difference between the Jewish and the Christian concepts of the suffering servant. According to the Jews, the prophet Isaiah was depicting the twofold role of the Jewish people: testimony and martyrdom. According to the Christian tradition, the prophet was announcing the coming of Christ. Jews see no reasons for crediting the prophet with the anticipation of an event which, in their opinion, did not occur, namely, the Messiahship of Jesus.

Why did the Jews reject Jesus? The answer is that they have never done so. We do not know from any contemporary Jewish sources what the Jews thought about the young carpenter from Galilee who died on a hill overlooking Jerusalem. There is not a single reference to him in any existing Jewish document of that period. Was this a conspiracy of silence? Possibly, but probably not. Those were very turbulent times. The Jews, under the heel of Rome, were seething with discontent. Zealots rose all over the land. To break the spirit of rebellion, Emperor Tiberius sent his most ruthless procurator, Pontius Pilate, to enforce order and obedience on the Jews. The records show that he put thousands of Jews to death for actual or potential rebellion. The names of most of them are unknown. It is quite likely that the crucifixion (which was the common Roman practice) of a young zealot from Galilee was lost in the whole troubled sea of unrecorded suffering.

Only later when Paul fashioned a new religion around Jesus, the Christ, did Jews take cognizance of him. Then they rejected not Jesus, the Jewish teacher, but Christ, the Messiah. There were, for them, definite criteria for the advent of the Messiah. He was to usher in the Messianic Kingdom of justice, truth and peace—but after Jesus' wars, oppression, corruption continued as before. The Jews were also especially repelled by the claim that Jesus had fulfilled the law, which thenceforth could be disregarded. Paul found this necessary in order to make the new and still Jewish religion palatable to the Romans. How could they be expected to undertake the burden of Jewish laws, 613 of them in the Torah alone? It was announced that the advent of Christ had canceled the law. This made the acceptance of the new faith utterly impossible for the Jews, to whom the Torah was the foundation of all faith.

FINALLY, Jews have rejected Christianity because of the concepts with which the Church fathers buttressed and embellished the new faith as they spread it through the pagan Roman world. Completely alien to Jewish thought were such ideas as Immaculate Conception, virgin birth, the Trinity, the Holy Ghost, vicarious atonement, the "fall." The religion of Jesus was understandable to them; it was Jewish. The religion about Jesus was beyond their recognition.

Over the centuries the Jewish attitude toward Jesus has been conditioned by another factor: Christian persecution. The stubborn intransigence of the Jews in their faith has always seemed to many Christians a challenge crying for some kind of retaliation or at least retort. But, as anti-Semitism in recent times has become less religious than political, Jews in turn have felt more able to accept Jesus' role in their own history. Jesus' basic teachings have been found to be Jewish. His stature is that of the Hebrew prophet, fearless fighter for righteousness. As with Isaiah and Amos before him, he did not merely echo his people's convictions. Passing through the alchemy of his sensitive soul, the ancient beliefs found a new emphasis; they received the immortal impress of his luminous, loving personality.

None of this, however, reflects any readiness of Jews to accept Jesus as Christ—for, by history and conviction, the Jews have their own concepts revolving around the Messianic idea. Here one must distinguish between traditional and modernist Jews. The Orthodox still believe in the coming of a personal Messiah and pray each day for his advent. A large segment of the liberal Jewish community has discarded the notion of a single Messianic personality who is to save mankind. In its place they affirm their faith in a

CONTINUED ON NEXT PAGE

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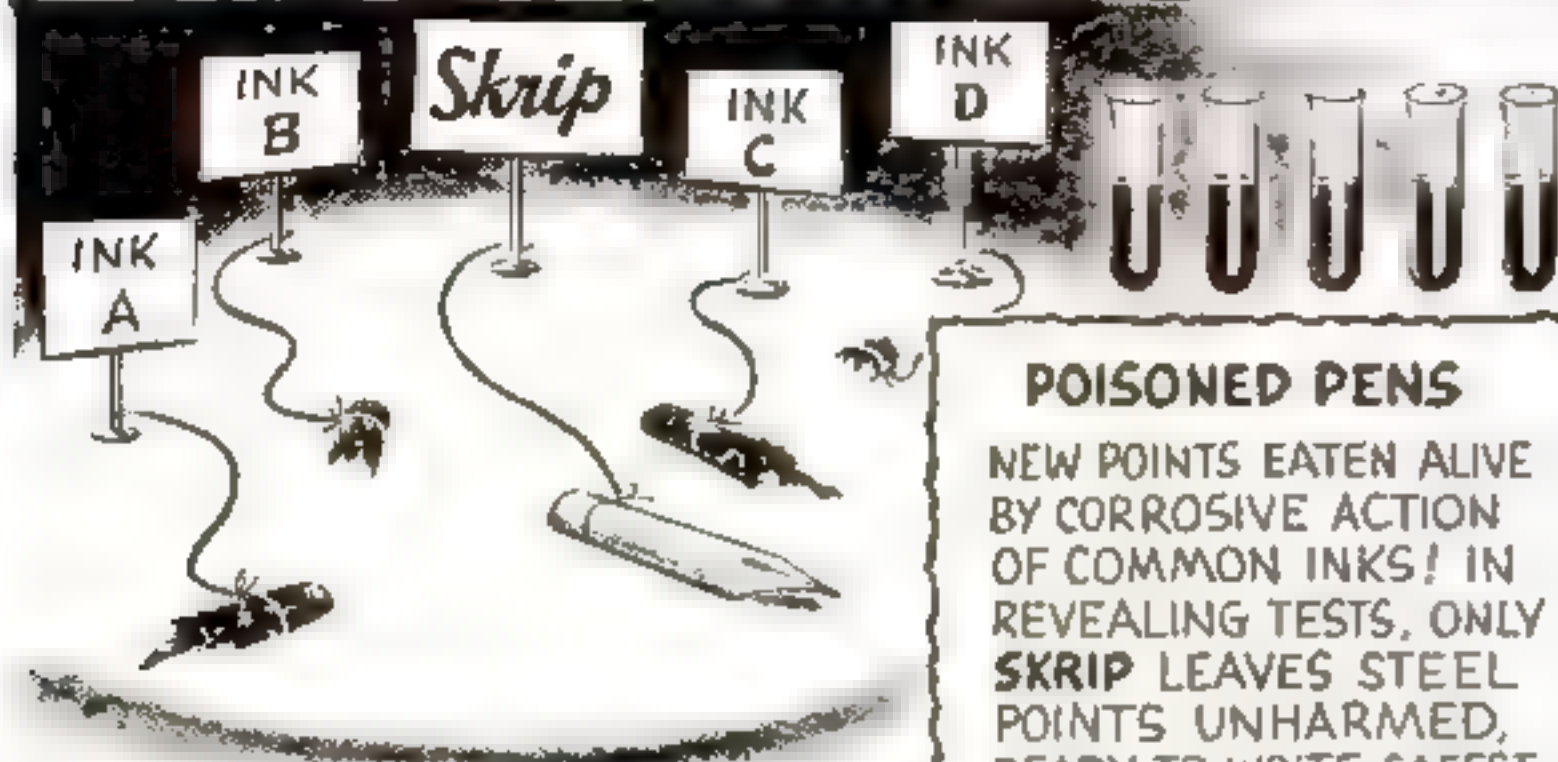


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PASSOVER

When Pharaoh refused to free the Jews from slavery in Egypt, the angel of death came (top) and took the first-born of every family. But he passed over the homes of the Jews, who had marked their houses with the blood of a lamb. Today Passover celebrates Jewish freedom with unleavened bread (matzo).

WHAT JEWS BELIEVE CONTINUED

Messianic Era to be achieved by the cooperative work of good men of all nations, races and religions. With few exceptions religious Jews today believe in the restoration of Israel and the ultimate redemption of mankind. To most liberal Jews the solution of the historic Jewish problem through the founding of the commonwealth of Israel is a step toward the fulfillment of the democratic and Messianic aspirations of prophetic Judaism. This return to Zion is essentially religious in its motivation, for it is charged with a profound mystic conviction that thus will the Jews again make a contribution to mankind. Nearly 4,000 years ago a tribe emerged from the desert and attached itself to the soil of Palestine. This union of land and people received a divine blessing. From it came Moses and Jesus, Judaism and Christianity, the Ten Commandments and the Sermon on the Mount. Is it too much to hope that the return of this courageous people to that sacred soil may again yield new insights, new healing and hope, to the troubled children of men?

The Jews are, in the prophet's arresting phrase, "Prisoners of Hope." The Jewish outlook is deeply and abidingly optimistic, progressive, forward-looking. A people that has endured so much knows that it can survive more. Hope wells from faith in a good God whose ways may sometimes be obscure but whose justice and goodness are ultimately triumphant. It inspires Jews constantly to strive for a better world, to be in the thick of movements for social reform. Even the nonreligious Jewish radical, who may ignore his Jewishness, is the product of its Messianic fervor.

Until the modern world emancipated the Jew from the ghetto, the Torah was the established basis of his life. He lived in a world of his own where the law could be observed without complications. Once he emerged into modern society, however, the whole foundation of his life was shaken, and the observances of his beliefs seemed in ever sharper conflict with the world about him. Some Jews accordingly became indifferent to the demands of their faith, and this process was abetted by the steady secularization of life in America. Some have outspokenly repudiated it; others sought to disappear as Jews, simply to melt into the general environment. Still others, a small number, chose to go to Palestine, where one can live, they believe, a completely uncomplicated life as a Jew. But the great

CONTINUED ON PAGE 174

Emerson

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World's

Clearer Television

Emerson Engineering Creates FULL-SCREEN-FOCUS and BLACK-MAGIC-CONTRAST

You'll experience a new thrill in television when you see Emerson Full-Screen-Focus in action. For the first time pictures appear CLEAR TO THE EDGE... yes, now YOU will see what others miss!

And, day or night, you'll see the world's *clearest* pictures, clear even in daylight... thanks to Black-Magic-Contrast, new electronic feature that makes Emerson pictures *stronger*—where others "wash out."

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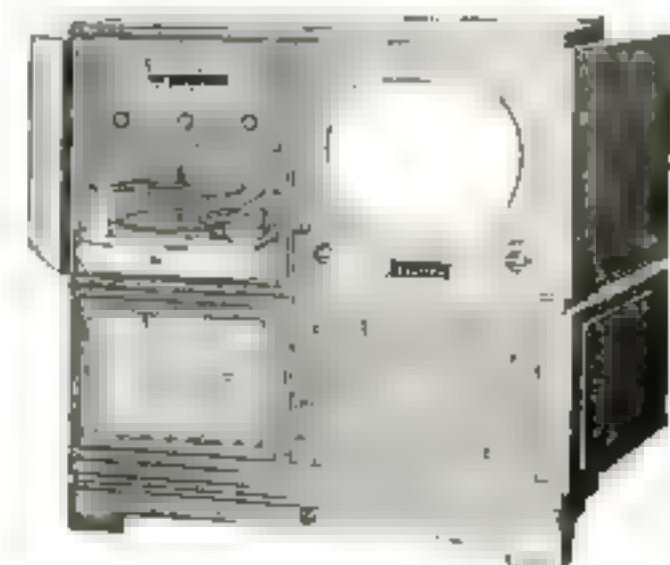
Emerson Radio and Phonograph Corp. New York 17, N. Y.

ONLY 1951 EMERSON Television offers these great advances. Plus Built-in Antenna, One-Knob Simplomatic Tuning, and Emerson's unequalled Long-Distance Circuit... the basic reasons why EMERSON PERFORMS WHERE OTHERS FAIL!

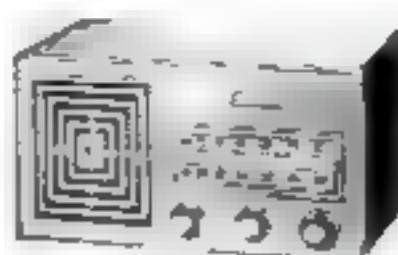
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majority of the American Jews continue to be loyal to Judaism in principle, see no reason for surrendering their distinctive beliefs and observances, and plan to live their lives out in this land which they love and where their roots are deep. What about them?

They give a threefold answer—Orthodox, Reform and Conservative. Orthodox Jewry still maintains in principle the absolute authority of the revealed Torah. Adaptation there may be, but the basic law is unchangeable and inviolable. Nevertheless Orthodox Jews face the same problems in the modern world as do the others. For them a new but old answer is proposed, the convoking of a Sanhedrin. In the days of the Second Temple a supreme court was set up, consisting of 71 priests and scholars who adjudicated cases on the basis of the Torah. The high priest was the president and became in consequence the chief authority in the Jewish nation. This body was empowered to adapt the law to changing conditions. Later, with the dispersion of the Jews, the Sanhedrin ceased to function. Then Napoleon with his bold imagination convoked a new Sanhedrin with the intent of adjusting Jews to their emancipation in Europe. It was short-lived and unsuccessful because the Jews were not free to make their own decisions. And now Rabbi Judah Maimon, Israel's Minister for Religious Affairs, has issued a moving appeal to Israel's leading rabbis to discuss the possibility of re-establishing the Sanhedrin. It is too early to know whether such a Sanhedrin will be convoked to unfreeze Jewish law, but its possibilities are interesting. Will it permit Orthodox Jews to ride in automobiles on the Sabbath, now forbidden? Will it permit them to turn on electric lights on the Sabbath, now forbidden? For the Orthodox, in any event, the authority of revealed law has remained and will remain the foundation of Judaism.

Reform Jews follow an entirely different line. They maintain that Judaism is the sum of the evolving religious experience of the Jewish people. It is and always has been subject to change. By their views, for example, the observance of ancient dietary laws is optional. The Reformers permit men and women to sit together in the synagogues; men may shave their faces; the New Year is observed for one day, not two.

The net result of these changes has been a watering-down of Reform Judaism. Responsible leadership has awakened to the fact that a heritage so diluted cannot sustain loyalty or be effectively passed on to a new generation. Accordingly Reform has begun to move back toward the center. Discarded traditions have been re-established; religious warmth, color, discipline have been partly restored.

CONSERVATIVE Judaism is a midway house. Arriving later on the American scene, it sought to avoid the extremes of the Reformers, reconciling tradition to American conditions without compromising its integrity. Of late the difference in observance between many Conservative and Reform Jews has narrowed very much, and there have been proposals advanced for merging the two groups. Such would certainly seem to be the trend in the Reconstructionist movement, which is a radical wing within Conservative Judaism but secures some support from traditional Reformers and modern Orthodox as well. Though each synagogue of each branch of American Jewry is autonomous, there are some associations of congregations in this country whose purpose is the promotion of denominational programs. The Union of Orthodox Jewish Congregations of America numbers 500 members, though many Orthodox synagogues have no national affiliation. With the Union of American Hebrew Congregations are affiliated 408 Reform congregations. The United Synagogue of America includes 400 Conservative congregations. But these associations are always optional and voluntary and have no power at all to command. Throughout America the Jewish congregations are served by approximately 2,000 rabbis of whom half are Orthodox, some 600 Reform and the remaining 400 in the Conservative rabbinate.

All the modern debate concerning Jewish law and its application is related to the final holiday, Shavuot, the Feast of Weeks. Observed in the late spring, it was originally a festival celebrating the gathering in of the first harvest. In the course of time, like most Jewish holidays, it came to be associated with an historic event—in this case the giving of the Torah on Mount Sinai. The poetic imagination of the Jew has embroidered this scene with haunting beauty and with universal meaning.

For Reform Jews, Shavuot has become the logical occasion for confirming Jewish youth in the faith of their forefathers when, after 8 to 10 years of study, they are deemed worthy of standing before the sacred ark and being accepted into the company of adult Jews. With the traditional Bar Mitzvah ceremony the boy is henceforth to be held responsible for living a Jewish life.

CONTINUED ON PAGE 179

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(Left) Frostyac with action shoulders and Rayon quilted lining. Two tones of wool \$10.95. Corduroy \$9.95
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give it this special care in summer

GROOM IT WITH KREML

TO AVOID A HOT, GREASY, SHINY-LOOKING SCALP.

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If your hair is thinning or receding at temples—don't keep gluing it down with greasy, sticky products which emphasize your sparse locks more—which leave an uncomfortably hot, dust-catching, shiny-looking film on the scalp. Now definitely is the time of year, the time in your life,

to graduate to Kreml Hair Tonic! Even on hottest summer days, Kreml keeps hair looking healthy and handsome—never greasy or plastered down. And Kreml alone has this special combination of rare ingredients to groom hair so that it looks thicker—like more than you've got. Kreml Hair Tonic always feels so CLEAN—SO COOL on your scalp. Also great to remove dandruff flakes and lubricate dry, sun-baked hair.

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THAT PAYS GOOD DIVIDENDS—



IN GOOD, OLD-FASHIONED FLAVOR
WHEN YOU'RE ENTERTAINING FRIENDS—



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IMPERIAL is made by Hiram Walker.

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Match your Esterbrook Fountain Pen with an Esterbrook Push-Pencil. Writes for months without reloading. Choose either the Standard Lead model for general writing, or the Thin Lead model for fine writing and figure work. A push on the top feeds the lead as needed—up to two feet of lead at one filing.



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**"For that smoother taste —
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WHAT JEWS BELIEVE CONTINUED

At this ceremony of confirmation the whole great heritage of Judaism is summoned to mind, with a poignant sense of immediacy evoked by the Jews' ever keen sense of history and memory of suffering. It is, for both the old and the young generations, a moment at once of sorrowful reflection and sober dedication.

For my son Stephen and myself, this moment and ceremony came Jan. 25, 1947 in Frankfurt, Germany. It was a singularly provocative place for such a ceremony—the ruins of one of the most battered cities of Germany, but a city whose centuries, long before the Nazis, were enriched by the traditions of a great Jewish community, bright with names like Rothschild, Speyer and Ehrlich. Here, in the charge which I delivered to my son, I summed up the spirit which animates my beliefs:

"We are surrounded by memories today, by tragic memories of a greatness that was and is no more, and of a people who are no longer among the living. But, that is of the past. The very fact that we are gathered here to worship this morning is a source of hope for the future. Our eyes confirm the rightness of the prophetic words which Stephen just read to us:

For the sword hath devoured round about thee.
Why is the strong one overthrown?
He stood not because the Lord did thrust him down.

"The oppressor may triumph for a moment, but his house is built on sand. It cannot withstand the irresistible moral laws of history. And Israel survives.

"The Lord says: 'Fear not, for I am with thee.' That is a magnificent promise and an imperishable source of hope. It makes me proud I am a Jew. Despite the misfortunes of my people, I would not exchange that heritage for anything in the world.

"It is this heritage which we formally transmit to you today, Stephen. When I place my hands upon your head in benediction, I will be the humble instrument through which will flow the stream of history and memories of the great and the good in Israel, the ideals and the aspirations of our people, the strength and the lift of our faith. It is something which places upon you a solemn responsibility to be worthy of its precepts, to be loyal to its ideals, and to express them in a life of service.

"So be the Lord with you as I will let you go."



SHAVUOS

This holy day originally marked the end of the Palestinian grain harvest (top, left), later God's giving of the Torah to Moses (top, right). Today Reform Jews combine it with Bar Mitzvah, when boys, on reaching the age of 13, are considered to have become men and able to assist in the reading of the Torah.



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RADIO SERVICE

Is your television set "something to see" or "something to flee"? Don't let a bad picture ruin your pleasure. Call the serviceman who displays the Sylvania sign when your set needs care. This expert knows the ins and outs of television as well as you know the back of your hands. He's fully equipped with Sylvania testing devices, Sylvania radio tubes, the proper television picture tubes and other custom parts needed to make your set perform perfectly. Yes, for the best in television and radio repair, stop at the Sylvania sign of dependable service.

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PRODUCTS OF SYLVANIA ELECTRIC PRODUCTS INC.

Now! Work-free. low-cost heat with oil or gas!

FOR ONE ROOM OR SIX—FROM \$44⁹⁵ TO \$129⁹⁵

Whether you heat 1 room or 6, in Seattle or Miami, with oil or gas—your local Duo-Therm dealer can make this your warmest winter yet!

He features low-cost heat . . . but clean, work-free, worry-free, luxurious low-cost heat . . . with the most feature-packed line of heaters in America:

America's most popular oil heaters, with money-saving Waste Stopper, automatic draft minder, radiant doors. America's first top-quality gas heaters, with

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in all Duo-Therm gas home heaters and gas floor furnaces. Gives you fast, efficient heat with all types of gas, including bottled. Clean, silent, economical.



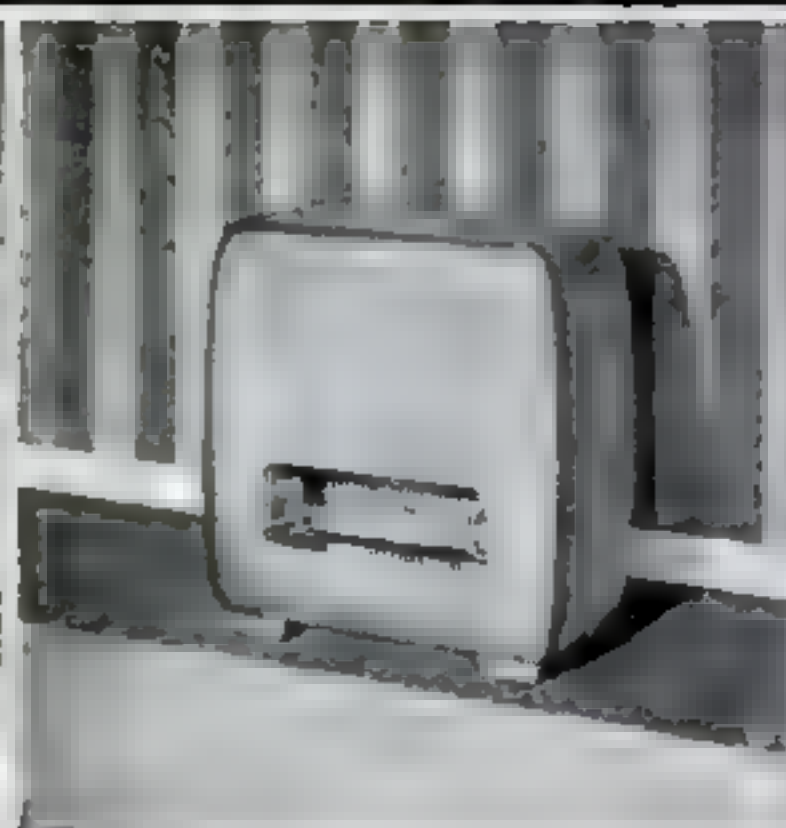
America's Finest Vented GAS HOME HEATERS



The Chippendale 1405.....\$89.95
Handsome walnut console. Heats 3-4 rooms. Furniture beauty in a gas heater!
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Larger in capacity. Heats 4-5 rooms.



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The last word in contour-styling. Fully vented. Sunglow finish.
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Vented circulator. Smart visual-fire radiant front. Sunglow finish.
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Beautiful blond console with matchless period furniture styling. Heats 3-4 rooms.
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Thrifty circulator. Heats 1-2 rooms. Ideal for cabins, motels. Walnut finish.
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Same styling, Sunflow finish. With tank.



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Circulates, radiates. Heats 1 room. For homes, offices. Duo-tone walnut finish.
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Same styling, larger size and capacity.



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A super value circulator for small homes. Heats 3-4 rooms. Duo-tone walnut finish.
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Same styling and value. Heats 4-5 rooms.



The Sheraton Model 620....\$89.95
Period furniture styling at a price. Heats 3-4 room home. Rich mahogany finish.
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Same beauty in 4-5 room size.



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A full-size circulator—heats 4-5 rooms! Gives you Duo-Therm quality and performance—at a new low in price. Modern styling, smart brown finish.



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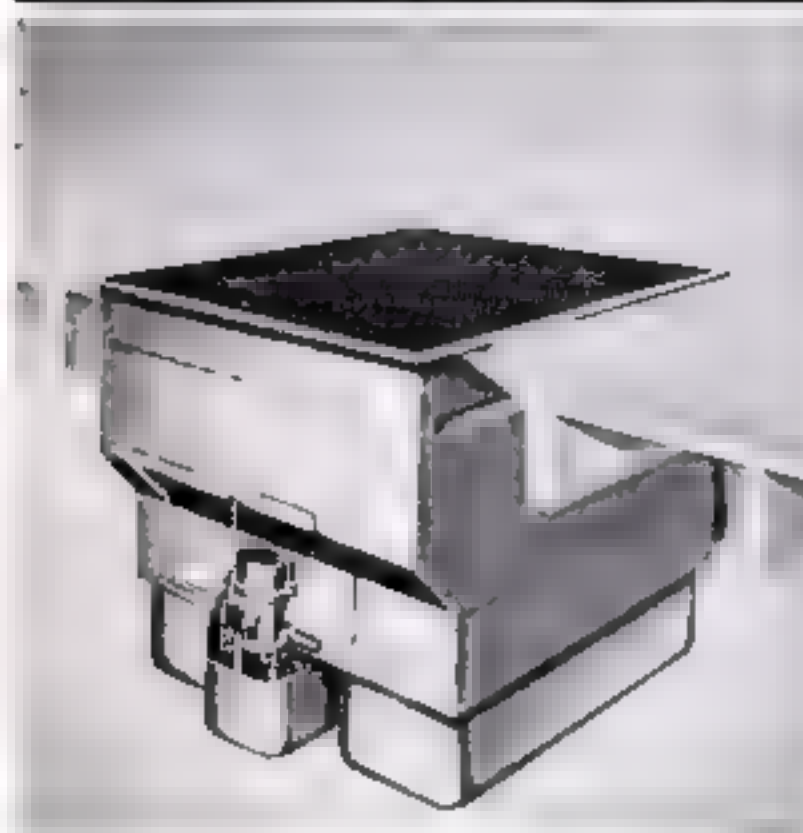
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Gorgeous period furniture console. Mahogany or blond (956). Big front and side radiant-heat doors. Heat 4-5 rooms with this magnificent Duo-Therm!



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A mighty Duo-Therm with maximum capacity. Provides superb comfort for 6 average rooms. For larger homes, school halls, commercial uses. Walnut finish.

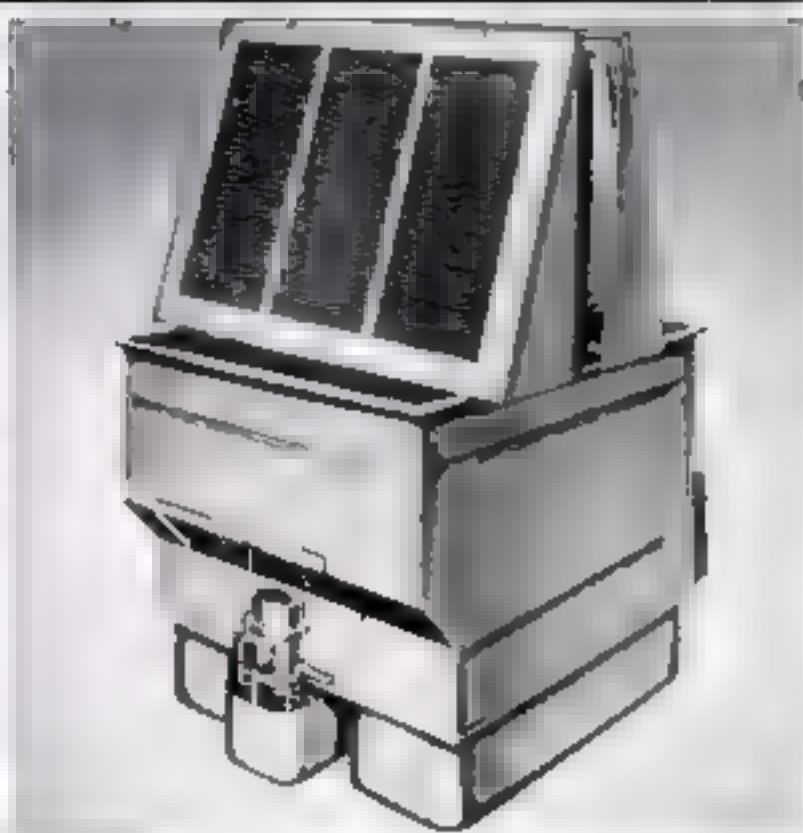
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Thermostatic COMFORT-SELECTOR controls and Dual-Wall register optional at extra cost.

Nineteen Series Models from \$99.95
Concealed heating for low-foundation, basementless homes. No duct work! 35,000 to 50,000 BTU inputs. Floor register, automatic shutoff, 10-YR. WARRANTY.



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For homes with or without basements. No duct work! 40,000 to 60,000 BTU inputs. Price includes floor register, automatic shutoff, 10-YEAR WARRANTY!

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SEAT of LEARNING for the many joys of eating!

Yes, Baby's high chair is the "school" where he discovers the pleasure a wide variety of *Strained Foods* can bring. For doctors now believe more and more that a well-varied diet is important to Baby's present nutrition and future good-eating habits. That's why Gerber's bring your tot an ever-increasing line-up of tempting *Strained Foods* from Beets to Beef and back again.



Perfected-Texture that beginners like and keep liking. For Gerber's Starting Cereals through Junior Foods, are Quality Controlled from start to finish. All accepted by the Council on Foods and Nutrition of the American Medical Association.



And, how the variety grows! Is your baby enjoying these more recent arrivals on your grocer's shelf? Gerber's *Strained Plums with Tapioca*, Gerber's *Strained Sweet Potatoes*, also *Strained Beef, Veal and Liver*. Of course, every one of Gerber's new *Strained Foods* has the famous True-Flavor and

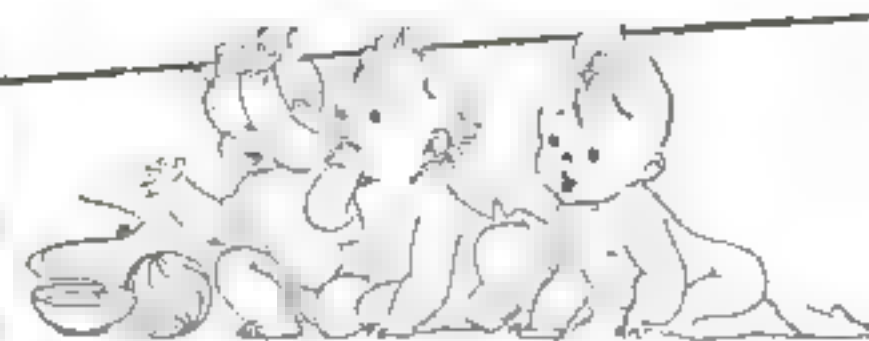


"Remember this about a varied menu," says Mrs. Dan Gerber, mother of 5. "The sooner your infant starts getting a number of fruits, vegetables, meats and desserts, the less chances there are he'll ever be finicky about meals." See if your doctor doesn't agree that Gerber's variety is a big help in developing good-eating habits.



BABY FOODS
Fremont, Michigan

Babies are our business...our only business!



AMERICAN ELEGANCE



INEXPENSIVE ELEGANCE is achieved by dressing up gray flannel sheath (Carolyn Schnurer, \$20) with mink scarf (Annis, \$30), velvet hat (Madcaps, \$5).



EXPENSIVE ELEGANCE is achieved by combining a tailored tweed town suit (Omar Kiam, \$235) with soft black fox circle (\$125), pearl brooch (Trifari, \$20).

New clothes have a distinctive quality of richness and simplicity

American clothes have for years been admirably described as casual, wearable, versatile. They were, however, hardly ever described as elegant, a word generally reserved for French styles. But this fall American clothes have taken on a quality of unmistakable elegance, which is also unmistakably American.

Like most American clothes, they are ready-made, simply cut in easy-to-wear lines unembellished by elaborate drapery and detail. Sometimes their distinctive character lies in the use of fine fabrics and furs for casual

clothes tailored like sportswear—as in the mink-trimmed satin evening coat on the cover, cut like a schoolboy's jacket. The inexpensive dress at left above, designed by a sportswear house, takes on richness when worn with a mink fur piece and rhinestone pin. In other costumes formally cut country tweed goes with black fox (*above, right*), gold lamé with a black jersey (*next page*). The final touch is supplied by ready-made shoes in dress fabrics, which give a custom-shod look to the most elegant of all American assets, a long, well-turned leg.

Amazing shampoo guaranteed not to rob hair of natural oils

Gets out beauty-robbing film and stale surface oils —
Leaves in glamour-giving natural oils that make hair...



New, improved Shasta does the one thing women have always wanted from a shampoo. Gets out beauty-robbing film and stale surface oils—leaves in glamour-giving natural oils.

You see, Shasta is guaranteed not to rob hair of glamour-giving oils nature provides. . . precious oils your hair needs to be naturally shiny, soft, healthy, easier-to-manage. Under Shasta's magic-like touch even dull, dry, unruly hair looks unbelievably softer, silkier—sparkles with gleaming highlights.

See your hair looking its loveliest. Get new, improved Shasta today. Remember, Shasta doesn't rob hair of its natural oils.

PROCTER & GAMBLE'S GUARANTEE. Shasta does not rob hair of natural oils. Procter & Gamble guarantees this or money back when unused portion is returned.

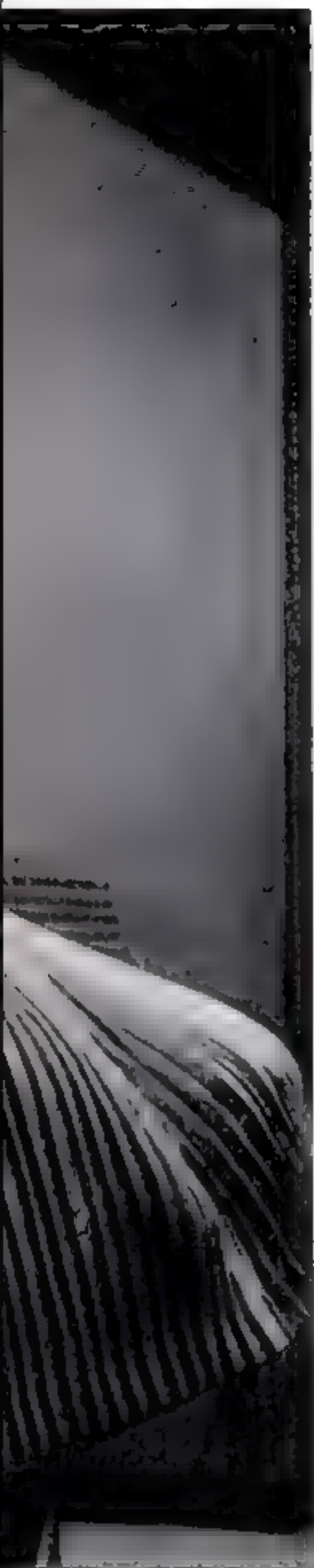
NEW, IMPROVED



Shasta BEAUTY CREAM Shampoo

DOESN'T ROB HAIR OF NATURAL OILS





SPORTSWEAR STYLES combine casual cuts and luxurious fabrics. Short-sleeved suit at left (Trigère, \$250), worn with rhinestones and gold mesh jewelry, is tailored in gold lamé. Pleated lamé skirt at right is topped by a black jersey sweater with ribbed edges (Larry Aldrich, \$80).

← **ERMINE COLLAR**, rhinestone buttons add formal note to tweed suit (Capri, \$135). White plush hat (Sally Victor, \$50) goes with street or theater suits.

CLOTH PUMPS to match fall dress fabrics are gold lamé (Anthony Mascioli, \$35), bright red velvet (Evins, \$30), oxford gray flannel (Andrew Geller, \$19).



CONTINUED ON NEXT PAGE

I Wear False Teeth

yet my mouth feels
fresh, clean and cool

No "DENTURE BREATH" for me*



"I keep my false teeth clean and odor-free with Polident. When my plate feels clean and fresh and cool from a Polident bath, I'm safe from Denture Breath."

Mrs. S. B. McE., Longview, Wash.

YOU know what Mrs. McE. means, don't you? It's a wonderful feeling to know that you're not offending friends with Denture Breath. And it's great when your plates feel clean and cool and fresh—from their Polident bath.

Soak your plates in Polident every day. It's so easy and quick. And Polident soaks into every corner and crevice—places brushing never seems to reach.

Remember—those dental plates of yours need the special care of a special denture cleanser. Don't brush them. Soak them in Polident (for only about a cent a day) to keep them sparkling with the original natural look—and free from Denture Breath! So get a can of Polident tomorrow, sure.



NO BRUSHING

Soak plate or bridge daily—fifteen minutes or more—in a fresh, cleansing solution of Polident and water.

POLIDENT

RECOMMENDED BY MORE DENTISTS THAN ANY OTHER DENTURE CLEANSER

LOOSE FALSE TEETH?



Amazing New Cream Holds Tighter, Longer than anything you've ever tried or double your money back

POLI-GRIP

Made and guaranteed by POLIDENT

One of these Twins has a Toni, the other has a \$20 permanent. Can you tell—*

WHICH TWIN HAS THE TONI?



Hair style by William

Look closely! Compare the shining softness . . . the live, long-lasting "spring" . . . the lovely *natural* look of both permanents. Which is which? You can't tell! Not even experts can find any difference between the \$1 Toni and the beauty shop wave. Because a Toni looks as natural, feels as soft—is actually *guaranteed* to be as beautiful and last as long—as a \$20 wave (*including

shampoo and set.) Your Toni has that natural look from the first day. There's *no frizz*! Even if your hair is baby-fine, bleached or tinted, Toni's gentle Creme Waving Lotion leaves your wave as satin-soft and easy to set as Alva Anderson's (at left.) You can be *sure* of this—for only Toni has given over 93 million natural-looking waves to *all* types of hair. Try a Toni—you'll love it!

*Toni alone, of all home permanents—
looks so natural, feels so soft!*

*That's why more women choose Toni than
all other home permanents combined.*

Here's the reason! Toni contains its own gentle blend of the very same waving ingredients used in most expensive beauty shop lotions. Yet Toni costs only

with SPIN curlers \$2.29



Toni

HOME PERMANENT



VELVETEEN and fleece are combined in a bright red greatcoat with woody lining that can be worn inside or out (Racine, \$119). Velvet in high shades is popular streetwear fabric.

TAFFETA and wool costume has dress in plaid to match coat (Herbert Sondheim, \$235). Usually custom-made, evening ensembles like this are now made in all price ranges.

All over America...people are talking about those

FABULOUS



PENS!

These pens are writing history.

They're writing "high price" right out of the picture—changing America's idea of what a good pen should cost.

Distinguished in appearance, mechanically precise, Flo-Ball pens *look* like and *write* like luxury pens. With their amazing low prices, no wonder they're causing such a stir around the country!

Only when you *write* with these Flo-Ball pens can you appreciate their great performance. Feather-light and perfectly balanced, they glide over paper with velvety smoothness. And only when you *see* them will you realize how beautiful they are. For giving—or keeping, there is nothing finer than a Flo-Ball pen. See the exciting new models today at leading pen counters everywhere.

Never before
a pen like this!

TRI TONE*

...writes **3 COLORS** in 3 seconds
by simply turning it in your hand!

Right before your eyes, Tri-Tone changes from blue—to red—to green ink. Just turn Tri-Tone in your hand and it writes the color you want!

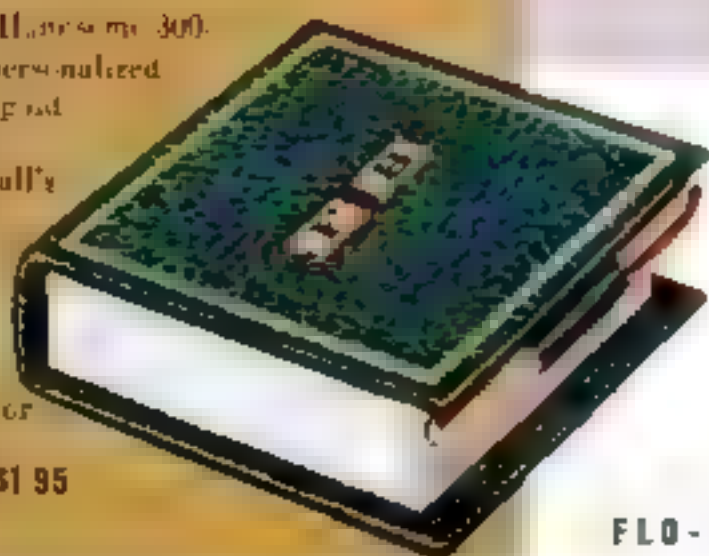
No mechanical gadgets—nothing to monkey with. Tri-Tone's unique triangular shape fits snugly into your fingers for easier, relaxed writing. No matter how many pens you have, you'll want the remarkable Tri-Tone, too. Gift-cased in a handsome velvet-lined plastic box, it makes a wonderful gift. Black or gray barrel with gold-colored cap \$2.50
Color refills each 50¢

Tri-Tone's magic flows from this cluster of 3 little points, each fed with a different color ink.



Tell-a-Pad (Hansome 300)

Sheet music pad personalized with a 24-karat gold or silver initials. Fed with Flo-Ball's Little Jewel pen. A must for home or office. Antiqued leather cover in maroon, brown, saddle tan or green. \$2.25
With set initials \$1.95



Little Jewel 5 levels
Lighter than a feather, Little Jewel is a smooth-writing ball pen, feminine pen for the lady who wants a pen that looks like a jewel. Black, green or red with chrome or gold-colored cap 98¢



Identi-Clip* Flo-Ball's unique personalized pen clip holds your initials in lock-step. First metal available at no extra cost with Flo-Ball "Senior" and "Scribe" pens. Make a grand gift for youngsters—going back to school.



Senior A model of perfect behavior in ball pens! Writes a smooth, even line—no matter how hard you write. Available in 14 colors: black, blue, green, gold, gray, maroon, red, silver, tan, white, yellow, and more. With or without Identi-Clip 98¢



Scribe FOUNTAIN PEN
Outshines pens several times its price. In a unique design, this ball ink sac is so large it holds more ink than any other pen. Re-loads in 10 seconds. Broad, medium line or sten. Black, maroon or gray with chrome cap. With or without Identi-Clip 98¢

*PAT. PENDING

Flo-Ball

If your dealer does not have the particular Flo-Ball pen you want, mail postcard with his name and yours to

FLO-BALL PEN CORPORATION, 16 EAST 40TH STREET, NEW YORK 16, N. Y.

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Stand at
Sparkling simplicity,
so delicately detailed.



Rosita
Easy and graceful,
real platform comfort.



A large
So rich and radiant,
so highly polished.

AUTUMN BEAUTIES...

with WONDROUS COMFORT



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Rich in fashion &
creaky Fall touch



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in every seen and unseen detail

What a lift to your spirits are these new for Fall Vitality Shoes. Famous for comfort and lasting quality, of course. And now in sparkling new styles and materials that blend beautifully with your new Fall fabrics. Shop this page first... then see the wide variety of styles now awaiting you at your Vitality dealer's.

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Gweneth
Cuban heel comfort,
fitting and lovely



Habitat
Newest Oxford version
a lightweight platform



Rosetta
Flowing lines create
trim flattery around



Locheil
Specially tailored for
fashion in the go

GRANGE LEADER Lillian Manter, 48, wife of a West Tisbury builder, has presided over the Grange's Home and Community Service for three years. Medal is Past Master Jewel for having been a Master of the Grange.



West Tisbury Grange

IT IS THE COMMUNITY'S HELPING HAND

PHOTOGRAPHED FOR LIFE BY LEONARD MCOMBE



GRANGE HALL at town crossroads swarms with cars and trucks before bimonthly Grange meeting.

When a city-dweller's wife gets sick he has to hire a nurse to take care of the children. When he needs money he has to borrow from a bank. When his children have no place to play he can write to the park commissioner—but not very hopefully. But when these situations confront a farmer in West Tisbury, Mass., he simply goes to his local Grange, the all-around helping hand of his community.

When the first Grange was founded 83 years ago in Fredonia, N.Y., it was a ritualistic society akin to freemasonry. It reached its peak in 1875 when its members formed a strong rural political group opposed to monopolies, high salaries and high profits. On July 4, 1873 the Grange issued the Farmer's Declaration of Independence, declaring Congress and the railroads its mortal enemies. Since then the Grange, whose membership now totals 632,000, has become

more conservative in character. In its stronghold east of the Mississippi it places less emphasis on politics and more on social life and community service.

In West Tisbury, a small rural town on the island of Martha's Vineyard, the hub of Grange activity is the Home and Community Service led by folksy Lillian Manter (*above*). For the last two years West Tisbury's H.C.S. has won the \$200 Sears Roebuck award for the best community service in Massachusetts. Mrs. Manter and her committee plan their work carefully, each year undertaking special projects, from building fire lanes to trimming graves. To supplement the \$2 dues the H.C.S. runs fairs and suppers which have become the important social doings of West Tisbury. In all this Mrs. Manter must be like the Grange itself: energetic, hardworking and enormously friendly.



GRANGE MEETING Opens with national anthem, proceeds with secret ritual, discussion of community projects and winds up with punch and sandwiches.



FIRE LANES are cut to reduce hazard of brush fires. Most heavy Grange labor like this is done by men, but Mrs. Manter (leaning on rake) also turns out to help.

A joke has turned into hard work

When the West Tisbury Grange was founded on Dec. 5, 1905, the 36 charter members thought its ritualistic rigmarole was all a big joke. In fact, the first Grange Master's wife used to read a jokebook to liven up the meetings. Today the Grange is anything but a joke to its hard-working members. They get out to repair fires that have already happened (*below, center*) and prevent ones that might happen (*above, right*). Because West

Tisbury has come to lean too heavily on summer tourist trade, the Grange tries to stimulate interest in farming programs that will yield some kind of year-round income. It sends young men to agricultural schools so they can come back home and preach the gospel of better farming. As if its present chores were not enough, the Grange is now hard at work trying to build a new hall so that they will have more room in which to work even harder.



TESTING SOIL is part of scientific farming program. Grange helped send this young man to college.



REBUILDING HOME destroyed by fire is weekend chore. Owner would be helpless without Grange.



TRIMMING GRAVES in 300-year-old cemetery is job of Granger Charles Turner, former postmaster.



GRANGE SUPPER at 75¢ a head includes sliced ham, baked beans, potato salad, rolls, coffee, ice cream and cookies. Grange women contribute much of the

food, so the 200 suppers netted a profit of \$125. Such projects are hard work for the women, but everyone is well fed, including the dog who gets a helping of beans.

STOMACH UPSET GIVE YOU SLEEPLESS NIGHTS?



Use this way to sleep soundly tonight
...feel "in the pink" tomorrow.

That restless, fretful, can't-get-to-sleep feeling which acid indigestion can cause is quickly eased away when you take Phillips' Milk of Magnesia before going to bed. Phillips—one of the fastest, most effective stomach acid neutralizers known—relieves your distress so fast you're asleep in practically no time at all. And because it's a marvelous laxative as well as an excellent antacid, it brings you gentle, effective constipation relief when morning comes. This is important, because constipation and acid indigestion often go together... and Phillips' laxative action helps you start your day feeling "in the pink".



Liquid Phillips' is available in 75¢, 50¢ and 25¢ bottles. Phillips' Tablets in \$1.00, 50¢ and 25¢ sizes

**Quick,
Cooling
Relief
for
Athlete's
Foot!**

DISCOVER QUINSANA'S AMAZING RESULTS
ON CRACKS, PEELING BETWEEN TOES!

■ Tests prove that 9 out of 10 get relief from itching, burning Athlete's Foot with Quinsana treatment. It's the world's largest selling Athlete's Foot Powder!

■ Quinsana's antiseptic action helps prevent the growth of the fungi that cause Athlete's Foot. It works fast to relieve the misery of itching, cracking, peeling between toes. And daily Quinsana use helps prevent the recurrence of Athlete's Foot!

Relieve Burning Tired Feet!...Soothing, cooling Quinsana helps keep feet dry, comfortable. It acts to absorb excessive perspiration... helps combat foot odor.

Shake Quinsana on your feet. Shake it in shoes to help absorb sweat. Use Quinsana every day!

MENNEN QUINSANA
ATHLETE'S FOOT POWDER

Dickies
GUARANTEED
SHIRTS & PANTS

TRUST
THIS LABEL

GET
REAL
WORK
CLOTHES
VALUE

DICKIE'S ARE
THE BUY

Fully Sanforized
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SOLD IN
48 STATES

Grange CONTINUED



MRS. MANTER GROPEs as she tries to determine the whereabouts of visiting frogs. The frogs were cold and active, but Lillian wears a confident smile

A PLAGUE OF FROGS

When the Boy Scouts of Martha's Vineyard built a camp site on the edge of a small pond near West Tisbury, the Grange decided that the boys needed a diving pier and an open grill. So the Grange turned out in force to help the Scouts. The men went to work with hammers and saws, and the women with pots and pans to cook an outdoor meal. While Lillian Manter was supervising the cooking her 25-year-old



SHE FLEES from the crowd of Grangers, looking for privacy where she can deal with the last frog which, being smaller, has slipped below her waistline.



SHE FINDS A FROG, hauls him out by the hind leg and then goes back for more while her daughter Betty, perpetrator of the crime, watches gleefully.

BESETS MRS. MANTER

daughter Betty made a tour of exploration and discovered a colony of frogs on the edge of the pond. Catching a cold, slimy handful, Betty crept behind her mother and slipped four frogs down the front of her dress. Lillian laughed just as much as anyone else in the Grange, but had trouble disinhabiting herself of the frogs. In spite of Lillian's trouble the outdoor meal was a great success and the Boy Scouts got their pier.

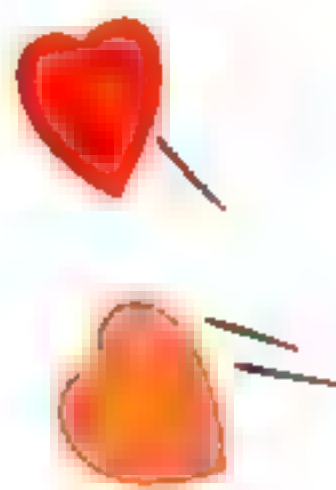


SHE SURRENDERS at last, realizing that she cannot capture the last frog without outside help. Fellow Granger, Mrs. Allan Keniston comes up to assist.

CONTINUED ON NEXT PAGE



LOVE
that
RED HEART



the only
3-flavor
dog food
U.S. Inspected



None finer! Complete, balanced diet to keep dogs healthy, plus variety to keep them happy! Same food, flavored 3 ways — beef, fish, cheese • John Morrell & Co., Meat Packers, Ottumwa, Iowa

HOW DO YOU MAKE SUCH DELICIOUS SANDWICHES?

I JUST USE UNDERWOOD DEVILED HAM. IT'S TOPS!

**UNDERWOOD
DEVILED HAM**

Quaranteed by Food Housekeeping

Grand luncheon idea!! Stuffed tomatoes with chopped egg, mayonnaise and UNDERWOOD'S.

OPEN AND SHUT CASE!

**Open It—Close It
—It's Wound!**

Ermeto—17 jewels \$100.
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tells month, date, day, hour,
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A concealed metal converts the Ermeto
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MOVADO

WINNERS OF 168 OBSERVATORY AWARDS

SOLD AND SERVICED BY LEADING JEWELERS ALL OVER THE WORLD



OMINOUS ANIMAL gets chary inspection from Joe, who's ready to step back at the first sign of belligerence. This was Joe's first meeting with a cow.



OMINOUS VEGETABLES take away Joe's appetite although another New York boy enjoys corn on the cob. Mr. Norton feared Joe would starve the first



JOE COWERS BEFORE A FIERCE KITTEN'S ATTACK

CITY BOY MEETS FARM

In the summer months some of the Grange members take in New York *Herald Tribune* Fresh Air Fund children as guests for two weeks. This year Bob and Mabel Norton boarded Joe Fiore, 12, who never before in his life had been out of New York City. Joe was scared to death—scared of cows, scared of kittens, scared of horses and scared of rural silence. Pies and fresh vegetables terrified him. But after two weeks at the Norton dairy farm, Joe hated to go home. Although he never did learn how to milk a cow, blueberry pie had replaced spaghetti as his favorite food, and his favorite sport was operating a manure spreader.



few days. Then she tried putting a pinch of garlic in everything and Joe's appetite perked up. Now Mr. Norton is converted and wants garlic in every meal.

CONTINUED ON NEXT PAGE

so-o-o restful for so-o-o long!



with **RESTONIC TRIPLE CUSHION**

Locked-in-comfort!

Now get the mattress you'll enjoy for YEARS! Upholstery layers are all sewed together, then locked to the coils with PADLOK inner fasteners. This patented method eliminates tufts, keeps cotton from shifting into lumps, does away with tufting cords that tie down and restrict coil action. The comfort

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lasts. You get wonderful new-mattress luxury for all the years you own it!

Restonic Corp.,
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Triple Cushion Mattress



DEEP INSIDE where you can't feel them, these patented PADLOK fasteners lock the upholstery to the coils to prevent shifting and preserve comfort.

Also see RESTONIC Flexoform and Orthopedic Mattresses, RESTONIC Decorator Styled Sofa Beds, and the RESTONITER Lounge at your dealer's



Ham heaven—that's what it is...sheer ham heaven:

Combine $\frac{1}{4}$ cup vinegar, $\frac{1}{4}$ cup brown sugar, and 2 tablespoons Best Foods Mustard-with-Horseradish. Pour over a ham slice and bake in a moderate oven about 1 hour.

The first bite will convince you that a tantalizing dash of horseradish skillfully blended with mustard can work wonders! Give it a try...today!



MADE BY THE MAKERS OF BEST FOODS AND HELLMANN'S REAL MAYONNAISE



It's quite unusual for a men's wear store to get letters of thanks. If a customer isn't satisfied, he makes himself heard, but when pleased he often keeps it to himself.

There is at least one exception to this rule,

however. There is a suit known as Pan American, made by Hart Schaffner & Marx. Men are enthusiastic about it and say so. Some get almost lyrical.

Pan American is a mixture of South American wools that looks like expensive imported Shetland. It is tweedy yet appropriate for business from Mon. to Fri. And from Fri. to Mon. it's the perfect suit for country life. It has strength and stamina. Its looks actually improve with age.

On another page you will find a sketch by Tom Hall of two Pan Americans, one a Stratocruiser and the other a three-button single-breasted suit. Both ideal for globe-girdling. (Incidentally, the same fabric is now available in overcoats, topcoats, Trans World® zip-in coats, and sports jackets.)

Grange CONTINUED



GHOSTLY FACES are bicycles which Grange has decorated with luminous tape to warn car drivers at night. Five hundred bikes now carry these markers.



GRANGE GUEST, June Wilbur, 24, stops in former Army barracks, which Grange has made into biggest youth hostel in the U.S. Guests pay 50¢ a night.



*...it's always
a pleasure*



I.W. HARPER

since 1872

The Gold Medal Whiskey

BOTTLED IN BOND
KENTUCKY BOURBON



KENTUCKY STRAIGHT BOURBON WHISKEY, BOTTLED IN BOND, 100 PROOF. I. W. HARPER DISTILLING COMPANY, LOUISVILLE, KENTUCKY



MUSICAL COMEDY STAR, Nanette Fabray: "As a singer, I welcome Camel mildness. And Camel flavor suits me to a 'T'."



"FOR REAL smoking pleasure — It's Camels for me! A mild, great-tasting cigarette!" Tod Crone, air travel agent.



"CAMEL MILDNESS agreed with my throat from the start—and I enjoyed the test!", reports housewife Mrs. M. H. ...



EZIO PINZA, former star of "South Pacific": "I smoke the cigarette that..."



"THE DOCTOR'S REPORT ... **was no surprise to** ...



"IT'S MY favorite ...



OUTBOARD RACER Eleanor Shakeshaft: "Camels are my choice for steady smoking. They suit me to a 'T'."



BOSTON RED SOX pitcher Mel Parnell: "I'd walk a mile for a Camel, any time. A great-tasting smoke!"



"I'M GLAD I made my own mildness test. I found the right cigarette for me—CAMEL!" Margie Fletcher, aqua skier.

HOW MILD CAN A CIGARETTE BE? Smoke Camels and See!



Millions Prove Camel Mildness in their "T-Zones" (T for Throat and T for Taste)

YOU, as a smoker, know perfectly well that there is only one sensible way to test a cigarette. There are no short cuts — no tricks. The reliable test — the one that gives you the proper answer — is to smoke pack after pack, day after day. That's why so many critical smokers have made their own Camel 30-Day Mildness Tests. They've judged Camel as a steady smoke — not as an occasional cigarette.

And noted throat specialists confirmed Camel mildness in a coast-to-coast test of Camel smokers. In this test of hundreds of people who smoked only Camels for 30 days, the throat of every smoker was examined each week — a total of 2,470 examinations. The doctors' findings: — *Not one single case of throat irritation due to smoking Camels!*

But make your own 30-Day Test and be your own judge of Camel's choice tobaccos. You'll discover why...

MORE PEOPLE SMOKE CAMELS THAN ANY OTHER CIGARETTE

H. J. Reynolds Tobacco Co., Winston-Salem, N. C.



STEELWORKER Cyril Byrne: "I changed to Camels just to try them. Now I'm a Camel smoker for keeps!"



"MY 30-DAY TEST certainly convinced me! Camels are a mild, grand-tasting cigarette!" Elaine Bassett, stylist.



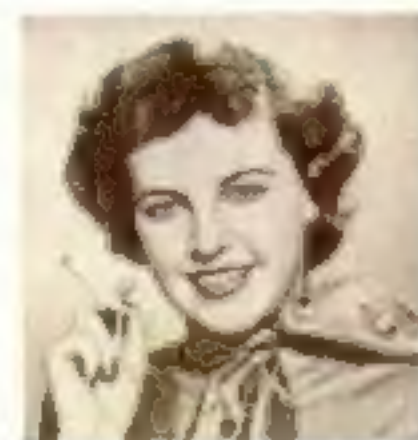
"I CHANGED to Camels for 30 days during the test. They've been my brand ever since!" Allan Nemroe, manufacturer.



"I ANSWER questions all day. I have to think of my throat. I smoke Camels!" Information clerk, Jean Gammon.



WILLIE HOPPE, wizard of the billiard table: "I'm a Camel smoker from way back. Camels suit me to a 'T'."



RIFLE CHAMPION Audrey Bockmann: "Camels certainly score a hit with my taste. And they're so mild! Cool and mild!"



DISC JOCKEY Bob Maxwell: "My voice gets a steady workout. My throat sure welcomes Camel mildness."



RADIO SONGSTRESS Fran Warren: "Camels are so mild! My own 30-Day Test proved they agree with my throat!"



RALPH BELLAMY, noted actor: "There's no room for throat irritation in show business. Camels agree with my throat!"



"I'VE JOINED the millions of smokers who'd walk a mile for a mild, mild Camel!" Ann O'Rourke, secretary.



"I'VE SMOKED mild, cool Camels for 20 years. That rich, Camel flavor suits me to a 'T'." G. Campbell, sportsman.



PATRICIA MORISON, musical comedy star: "Yes, I made my own 30-day mildness test. It was fun! It's Camels for me!"



PETER LIND HAYES, comedian: "I found what cigarette mildness means when I made my own Camel 30-Day Test!"



"I SMOKE about a pack of Camels a day. Every puff tastes so good! Camels for me!" Robert Jamkie, personnel dir.



TELEPHONE OPERATOR Ethel James: "In my job, cigarette mildness is important. That's why Camels are my smoke!"



"THROAT IRRITATION doesn't go in my job. I smoke Camels. They're right for my throat." G. Ambro, announcer.



TELEVISION STAR Marguerite Piazza agrees: "As a singer, I enjoy Camel mildness — and Camels taste grand!"